



Job Title:

Date:

Reports to:

Hire Date:

Full-time Part-time Temporary

Position Description:

The Senior Events Manager is responsible for the logistics, trade show and marketing planning for 30-40 national and international trade shows.

Duties & Responsibilities

- Managing 30-40 national and international trade shows, with budgets from \$5,000 - \$250,000, and is accountable for reviewing and tracking all expenditures & the ROI for trade shows;
- Identify and qualify event related opportunities such as sponsorships, associations, award opportunities, speaking engagements, webinars and unique advertising opportunities, as well as identifying any other potential promotional event opportunities for each trade show;
- Acts as single point of contact between Restoration Robotics and the trade show/event organizations; Proactively provides trade show organization(s) with all contract-related information as well as supporting marketing and promotional materials, such as but not limited to:
 - logo artwork for online and digital use
 - company / product descriptions,
 - approved graphics, etc.
- Works with the Group Marketing Manager on the weekly team planning meetings to review the objectives of the trade shows, key messages, demonstrations, booth layout and expectations of Restoration Robotics approved messaging, while staying aligned with regulatory affairs guidelines;
- Creates and monitors event timelines and schedules for event deliverables;
- Plans and coordinates the completion of all event materials;
- Works collaboratively with other team members for all events deliverables including but not limited to tracking lead generation to assist with entry and updating information in the CRM system, coordinates with in-house resources for travel and accommodations, arranges audio visual and handout materials for participants;
- Works with the Trade Show team on managing the trade show and marketing inventory;
- Works with marketing team to define trade show messaging, as well as collaborates with the marketing department on other team projects as needed and assigned;
- Ability to manage team members and contractors as needed;
- Must travel domestically and internationally 30-40% of the time;
- Performs special projects and other tasks as requested.

Minimum Qualifications

- Five or more years of experience in marketing communications, marketing or related experience;
- Demonstrated ability to work independently and in a team environment;
- Possess effective time management and organizational skills;
- Must have strong attention to detail and accuracy;
- Excellent organizational, written, and verbal communication skills with the ability to follow through on projects to completion;
- Ability to be flexible and work under pressure to meet strict deadlines in a team environment.