

Impact Point Group, located in Denver, CO was founded in 2007 and is a proud certified woman-owned business. We are a boutique consulting firm focused on blending the art of innovative, creative thinking and design with the science of strategic planning and measurement to help our clients implement events that deliver business impact and audience delight. We provide event strategy, program design/management, speaker strategy/management, measurement consulting and facilitation services to Fortune 500 executive teams.

Event Strategist

As a new member of our strategy group, you'll be working with your team and clients to create, implement, and measure their event portfolio strategy. You are a creative problem solver who can leverage your project management skills to drive each workstream to implementation while exceeding all stated goals. You've been accountable for key projects and initiatives, can present them with confidence, know B2B experiential marketing backwards and forwards, and can identify and create performance metrics based on the outcomes your client is looking for. If you see yourself as a curious, dynamic, and creative individual ready for a new challenge in the enterprise technology space with a firm focused on strategy and innovation, let's talk!

Spend your days:

- Managing multiple key deliverables
- Conducting strategic client planning activities to help elicit their vision, mission and goals
- Tackling the development and implementation of comprehensive engagement strategies for digital, in-person and hybrid events
- Identifying event metrics and drafting measurement strategies based on client input and industry best practices—this is a data-driven position!
- Collaborating with your fellow client service team members to research, author and present strategy deliverables including research reports, creative briefs, metrics and event design presentations
- Collaborating with client's creative, technology and production teams to identify, measure, achieve and report on outlined KPIs
- Fostering a culture of lifelong learning and continuous improvement

Show us your:

- 5+ years of experience working in the event space—you've recently begun to focus on experiential event strategy and enjoy working directly with clients
- Bachelor's degree in Marketing, Communications, Journalism, Business or related field
- Proven track record of delivering on multiple critical projects with a bunch of moving parts, people and locations
- Demonstrated accountability for key initiatives and their outcomes—you drive toward results and keep everything on track
- Exposure to corporate event portfolio strategy, corporate marketing, experiential design, measurement and impact reporting
- Deep understanding of digital, social and mobile marketing technologies, strategies and tactics
- Intellectual agility—you have the ability to see the big picture but focus on execution
- Highly proficient with MS Office and Google Workspace—a wizard with PowerPoint!
- Confidence to communicate with polish and accept and apply constructive feedback with grace
- Ability to juggle multiple competing priorities, magically keeping all the plates spinning!
- Comfort with travel up to 20% of the time to client events

Working with us you'll enjoy:

- Salary \$80–90k base plus comprehensive benefits package
- The opportunity to impact some of the world's most prominent brands
- A driven and committed team of seasoned pros to hang out with

Goldstone Partners is helping this wonderfully successful boutique firm find talented professionals who want to raise the bar on global events. Please send your resume to us directly at success@goldstonepartners.com. Applications welcome for those who are US Citizens or hold a Green Card. Principals only, please.