

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.

Marketing Manager

In this new IPG position, you will play a critical role in developing and executing marketing initiatives to drive awareness and ultimately, conversions. You are a driven, creative person that can effectively manage all assets of marketing campaigns while remaining in-line with the overall strategy and timelines. You've been accountable for launching B2B campaigns, presenting them with confidence, evaluating analytics, and optimizing platforms to reach goals. If you see yourself as an organized, curious, and versatile individual ready to drive marketing initiatives while effectively supporting sales, let's talk!

Your responsibilities:

- Working with the IPG Leadership Team to define, design and manage IPG's marketing strategy across all channels
- Executing inbound marketing initiatives on various platforms including, social media, email, website, video, media relations, webinars and events
- Engaging with creative and content development vendors to help develop content and design that inspires our audience
- Creating, editing, publishing, promoting, and monitoring content across blogs, email communications, sales enablement pieces
- Creating and managing an asset library for proposals, sales tools and RFP responses
- Establishing drip campaigns to nurture contacts through the funnel
- Scheduling discovery meetings with inbound lead contacts to prequalify interest and transition to sales
- Partnering with your sales team to identify opportunities to reduce the sales cycle
- Staying up-to-date on trends in the event and technology industries for thought leadership insights
- Assisting with the creation of proposals and capabilities presentations

Show us your:

- At least 3 years of experience working on a high energy, busy marketing team with responsibility for multichannel marketing programs
- Bachelor's degree in Marketing, Communications, Journalism, Business or related field.
- Hands on experience with mainstream CRM and marketing automation platforms - we use Hubspot
- Intellectual agility—you have the ability to see the big picture but stay focused on execution
- Mastery of PowerPoint and technical proficiency of Office365 and G-Suite
- Infectious positive energy, poised, confident and excited about the global event industry
- Ability to juggle multiple competing priorities
- Willingness to network and connect within industry events when opportunities arise
- Comfort with some travel to events

Working with us you'll enjoy:

- Salary \$70-75k base plus comprehensive benefits package
- The opportunity to influence and engage 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.