



## Events and Digital Marketing Executive

it@cork is a leading independent business organisation, representing the interests of the IT industry in the South West. It is a unique blend of indigenous and international IT professionals, executives, multinationals, government leaders, public sector, academia, entrepreneurs, investors and the legal and financial professional services community joining together to drive thought leadership, collaboration and global strategic alliances. It currently represents over 300 member companies with over 30,000 employees.

We are searching for an enthusiastic Events and Digital Marketing Executive with an "agile" attitude to assist us in designing, innovating, creating, hosting and managing events and creating a digital strategy that builds brand awareness, improves membership loyalty, delivers excellent networking events for our members and enhances our brand-to-member experience.

You will be tasked with designing innovative events, developing attractive sponsorship opportunities and delivering on event brief objectives.

Your creativity, organizational skills, and vision will assist our organization in amplifying brand visibility, enhancing member and employee relations, and improve our organization's growth through events that effectively communicate business strategy and brand personality.

The ideal candidate for this role should demonstrate exceptional organizational abilities, project management skills and superb interpersonal skills with an awareness of the competitive event landscape and how event experiences can be created to meet the needs of our members.

## The job

### Events

- Brainstorming innovative and creative event plans and concepts
- Drafting and maintenance of event project plan
- Liaising and negotiating with vendors.
- Negotiating sponsorship deals.
- Event day logistics
- Developing event feedback surveys/analytics
- Managing event budgets

### PR/Digital marketing

- Creating a PR and digital marketing strategy
- Working with external partner agencies.
- Drafting press releases
- Organising launch campaigns
- Creating new content /infographs/marketing material
- Managing branding and communication including social media content

### Membership/CRM management

- Manage membership queries
- Develop/manage mailing lists and campaigns
- Regular CRM database management

**Have you:**

- A Degree or recognised qualification in Public Relations, Communications or Digital Marketing
- Digital marketing experience with a background in leveraging social media platforms to create brand awareness and enhance engagement
- Project management experience with exposure to budgetary management
- A familiarity with salesforce or other CRM tool
- Great communication & interpersonal skills

This is an excellent opportunity to play a pivotal role in designing and developing an events & digital program that will further enhance the it@cork brand. Interested in hearing more? Then please get in touch!

Please forward your cv and cover letter to: [admin@itcork.ie](mailto:admin@itcork.ie) or call us on: **+ 353 21 4868180**