

event marketing *coordinator*

BDI is hiring an **Event Marketing Coordinator** to support the Creative team in the of B2B events across North America. We are seeking a self-motivated technophile with a modern aesthetic to join our team on a full-time basis. Qualified applicants should send a resume and cover letter to jrobinson@bdionline.com.

KEY RESPONSIBILITIES:

- Assistance with:
 - Creation and execution of attendee marketing campaigns for 70+ events annually
 - Development, launch, and updating of event websites
 - Management of weekly promotional calendar
- Assist in production, organization, and delivery of event materials as well as providing day-of/on-site event support
- Communicate with event attendees, speakers, sponsors, vendors, and partners
- Opportunity to design branding for events sponsored by international corporations
- Management of contact databases
- Support the BDI team with administrative tasks

JOB BENEFITS:

- Creative Director will mentor and train you in a one on one environment
- Accelerate your professional development by immediately gaining experience with new skills such as email and digital marketing, campaign analytics and measurement, and event planning
- Enjoy a competitive base salary plus a generous benefits plan
- Make a difference by helping BDI continue its 100% year over year revenue growth
- Realize a fast track career that's propelled by our hyper-growth and new management opportunities in creative marketing
- Be part of our flexible culture that prioritizes work life balance with benefits such as work from home Friday

REQUIRED SKILLS:

- Knowledge and comfortability with HTML
- Exceptionally scrupulous with impeccable grammar, spelling, and syntax
- Experience with email marketing platforms (iContact, Constant Contact, Campaigner, etc.)
- Confident self-starter who is comfortable working autonomously

PREFERRED QUALIFICATIONS:

- College diploma or comparable work experience
- Experience with Wordpress strongly preferred
- Experience with Adobe Creative Suite strongly preferred
- Event industry experience

ABOUT BDI

Business Development Institute is a marketing agency that specializes in the planning and production of private corporate events. Founded in 2001 and headquartered in the heart of New York's Financial District, BDI is powered by a small, diverse team of staffers that conceptualize, plan, and execute events from start to finish. Work is fast-paced, challenging, and rewarding; our large portfolio of high-profile clients covers multiple industries in every major city in the United States. Given a steadily increasing demand for private events in the B2B tech industry, BDI is and will continue to grow as we take on more clients. For the right candidate, BDI is an excellent place to jump-start an ambitious career in event production and marketing.