



California New Car Dealers Association

Events and Marketing Manager

Reports to: Director of Public Affairs and Marketing

Responsibilities:

The Events and Marketing Manager is a key member of the CNCDA team with high quality content development and high-volume output expected. This position manages a broad range of events and marketing projects and will assist with the creation of original event and marketing materials/content. This position will strategically design, develop, and execute events from conception to completion. This position is responsible for helping to develop marketing tools and tactics, while increasing CNCDA's visibility and reputation, and managing events that directly support the fulfillment of CNCDA's mission and drive member engagement.

Events

- Conceptualize, manage, and execute all CNCDA events including seminars, webinars, lobby days, fundraisers, receptions and the annual convention.
- Develop and implement strategies for improving member participation at all events.
- Manage on-site set up, staffing, production, and take down for events.
- Supervise and coordinate event contractors.
- Negotiate agreements with outside vendors, speakers, hotels, etc.
- Manage sponsorship fulfillment.
- Lead the creation and implementation of event marketing, including content creation and dissemination to members.

Marketing

- Develop, manage, and maintain a master marketing calendar to execute all marketing plans efficiently, effectively and on time.
- Implement a marketing outreach plan to increase membership engagement and develop marketing strategies to procure new members, in coordination with Membership department.
- Execute and assist in the development of marketing activities to increase awareness of CNCDA' event space, parking lot/DC Fast Chargers, and other "green" initiatives. Create, disseminate, and maintain marketing content and materials.
- Plan, create, and schedule fresh, engaging marketing content for all communications channels including membership alerts, social, website and e-news; interfacing with key departments to gather announcements/newsworthy items.
- Serve as a project manager for marketing and event materials.
- Responsible for the development and fulfillment of the events and marketing budgets.
- Maintain and monitor CNCDA's social media platforms, execute social media strategies and create social media content as needed.
- Track digital social media KPIs to optimize marketing activities while keeping abreast of industry trends, best practices, and new opportunities with social media.
- Maintain and strengthen CNCDA's overall brand through execution of marketing tactics and activities.
- Provide marketing support for CNCDA Scholarship Foundation.
- Function as a positive and contributing member of the CNCDA team.
- Maintain exceptional customer service levels with membership.
- Perform other duties as assigned.

Qualifications:

- Bachelor's degree required.
- Experience managing large-scale events; CMP preferred.
- Excellent writing skills required.

- Experience writing and managing digital content including social media, web, and e-news.
- Experience working with a designer and managing collateral production projects.
- Creative thinker and problem solver.
- Travel required, primarily in California.
- Exceptional attention to detail.
- Strong time-management and organizational skills, ability to meet strict deadlines.
- Team player with ability to balance multiple projects simultaneously.
- Strong knowledge of MS Office, including Word, Excel, and Outlook.
- Self-motivated with a professional demeanor.
- Quickly absorbs and adapts to change.