

Product Manager, 3rd Party Events



Phone :

Web :

Job Summary

Vacancy :

Deadline : Sep 14, 2024

Published : Aug 14, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Position Purpose

The Product Manager, Third-Party Events is responsible for sourcing, planning, and executing events managed by external partners to generate leads, increase brand awareness, and to strategically position ITRG in the market. This role involves collaboration with sales, marketing, and other stakeholders to ensure the selection of the right events and the effective follow-up on generated leads.

Our promise to you

You will work for a rapidly growing company that understands the importance of supporting employees through flexibility, inclusiveness, learning and development, internal career mobility, measurement of the Employee Experience and actioning on employee feedback, and building strong relationships.

What you will do:

Event Sourcing and Strategic Planning:

- **Sourcing Events:** Identify and evaluate third-party events with a strategic focus on generating leads, increasing visibility, and acquiring new clients.
- **Rationale and Selection:** Work closely with Sales and key stakeholders to vet and approve events based on historical success, newly researched opportunities, and suggestions from stakeholders. Ensure a strategic mix of events that align with company goals.
- **Strategic Positioning:** Strategically position ITRG in the market by selecting events that enhance brand awareness and foster client acquisition.

Stakeholder Collaboration:

- **Internal Brand Ambassador:** Act as the internal brand ambassador, ensuring that the right sales representatives attend selected events. Collaborate with stakeholders to align event participation with business objectives.
- **Event Buy-In:** Facilitate stakeholder buy-in by incorporating their feedback and suggestions in the event selection process.

Communication and Reporting:

- **Lead Communication:** Oversee the communication process for lead generation, ensuring clear and consistent messaging that aligns with brand standards.
- **Performance Reporting:** Provide detailed reports on event performance, including metrics on lead generation, conversion rates, and return on investment (ROI).

Qualifications:

- Bachelor's degree in Event Management, Marketing, Business, or a related field.
- 5+ years of experience in event management, with a focus on third-party or vendor-managed events.
- Proven track record of successfully managing large-scale events.
- Strong negotiation, communication, and project management skills.
- Ability to work under pressure and manage multiple projects simultaneously.
- Proficiency in event management software and tools.
- Willingness to travel and work flexible hours as needed.

Key Competencies:

- Strong organizational and time management skills.
- Excellent problem-solving abilities and attention to detail.
- Ability to work collaboratively with diverse teams.
- Strong leadership and interpersonal skills.
- Adaptability and ability to manage change effectively.

ITRG is an equal opportunity employer committed to diversity and inclusion. We are pleased to consider all qualified applicants without regard to race, color, religion, sex, national origin, age, disability, or any other legally protected factors. To that end, upon request, ITRG will ensure, to the extent possible, that accommodation be made available to applicants throughout the recruitment and hiring process

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
