



EVENT MANAGER

The Event Manager is responsible for increasing the exposure of the IntelliFarms brand and its market share by generating new leads through farm and trade shows in a wide variety of venues to help meet or exceed sales goals. The Event Manager will have substantial discretion in making the decisions that will produce a maximum number of quality customer leads for IntelliFarms.

In addition, the Event Manager will help build in-house and regional workshops with the aim to educate and train customers and prospects. You will work with agriculture experts and senior leadership to create, adapt and facilitate these crucial experiences.

The Event Manager will oversee full-cycle in-house and regional workshops as well as, trade show planning including: identifying goals and objectives, program strategy and design, site/vendor selection, development and coordination of meeting logistics, budget management, on-site event management and final reconciliation.

This position will be based in our brand-new Archie, Missouri headquarters and is a part of the IntelliFarms' Marketing Team. The Event Manager has regular interaction with senior executives and is part of a small team focused on events. The role requires travel.

Responsibilities will include:

FARM SHOWS/TRADE SHOWS

- Responsible for successful coordinating, facilitating and tracking of external farm shows and trade shows (20-30 minor shows, 2-4 conferences)
- Being a hands on leader at events/shows to help influence lead generation to meet or exceed set sales objectives
- Research, advise and consult with senior leaders on objectives, requirements, selections and logistics of key shows/events
- Develop and manage budgets and support allocation process for shows and conferences

WORKSHOPS

- Responsible for successful coordinating, facilitating and tracking of frequent in-house and regional workshops
- Develop and participate in strategic planning process to ensure event improvement, creative solutions and quality customer service
- Develop and support full event-cycle, including: promotion planning, registration, facilitating, reporting, attendee correspondence and troubleshooting
- Coordinate pre- and post-event reports, evaluations, surveys and summaries

GROW FOR A PURPOSE

GENERAL

- Create and maintain event timelines and schedules
- Assist the Creative Brand Manager to ensure design and communication objectives are met.
- Build and maintain information in databases for show/conference and workshop logistics
- Help coordinate communications, invoicing and tracking of show/conference and workshop logistics
- Must be able to cope with stress with ease that can be brought on by standards, decision making, changing priorities and uneven workflow
- Team-oriented with positive, professional attitude and strong work ethic
- Responsible for set-up and teardown of displays at shows/events as needed

What you will need to be successful:

- Minimum of 7 years event planning experience with working knowledge of the meeting/events management industry
- Excellent planning, scheduling, negotiating, organizing and writing skills, with experience in marketing communications and sales support
- Highly organized and strong attention to a multitude of details
- Strong interpersonal skills
- Ability to build consensus, share best practices and communicate point of view effectively
- Adaptable, self-motivated, flexible team player
- Advanced user of Microsoft PowerPoint, Excel and Word

What's in it for you:

- Build your skillset with a wide variety of project opportunities
- Be part of a team that cares about who you are and is willing to lend a hand to get things done
- Develop and drive experiences through marketing and education to help the farmers that provide food to your family
- Receive great benefits (competitive compensation and excellent benefits package, including health, dental, vision, 401k, holidays, flexible work arrangements and generous vacation.

To apply:

We are not your average ag tech company. Show us how you are not the average Marketing professional! Impress us with your event management skills, and then blow our minds with your people focus and communication style. Think you are match? Send us your resume!

Send your cover letter and resume to jobs@intellifarms.com.