



## **Activation Coordinator**

### **Position Summary:**

The Activation Coordinator helps coordinate venue and staff planning for unique marketing activations and projects. The Coordinator works with the Activation Team in tracking projects and associated deliverables. Will be responsible for collecting data from events and compiling for team review. Position works closely with field personnel, vendors and subcontractors to manage various programmatic and project processes.

### **Key Outcomes:**

- Member of internal activation team and delivers large and mid-size projects
- Assist in the management of experiential/event marketing projects via collaboration w/larger team
- Work closely with Venue & Events teams as well as Staffing Department to help produce sound operational plans leading to clear product/service initiatives which will help drive sales for clients.
- Route development and pre-qualification activities
- May help conduct status meetings and coordinate answers to questions and information requests
- Coordinate efforts to analyze risk and define schedule related issues
- Analyze and help present activation delivery approaches, develop alternative approaches and facilitate implementation.
- Assist with monitoring of operational budget
- Assist with customer facing communication, presentations, and collateral.
- Periodically handle travel request for event staff.

### **Skills/Knowledge/Competencies (Behaviors)**

- Works cooperatively, collaboratively, and respectfully in a team environment.
- Project management; Excellent follow-through
- Flexibility in a fast-paced ever changing environment; Maintains confidentiality
- Demonstrates energy and creativity
- Self-starter with confidence and can do attitude
- Strong communication skills, both oral and written
- Excellent and demonstrable customer service skills
- Must be a multi-tasker who works well under possible high stress situations
- Ability to work long hours, nights and weekends sometimes as required for events
- Willingness to travel as needed for events and projects

### **Education/Experience:**

- Bachelor's degree or equivalent work experience
- 1+ years prior experience in event marketing or related environment
- Proficiency in all Microsoft Office programs, including internet and database required
- Previous experience setting and meeting goals and deadlines

**TideSmart Global is an Equal Opportunity Employer**

