

Events Coordinator and Planner

Top food/consumer goods marketing firm in midtown Manhattan is looking for an Events Coordinator to research, plan and execute events for a new lifestyle line of healthy foods. The Events Coordinator will create the overall event strategy and will oversee planning and execution of national large scale, and local community events. An interest in health and wellness or nutrition is a plus.

General responsibilities include:

- Research national and local events that are in line with the brands positioning and that target our ideal consumer
- Contact local and media events to obtain information, proposals and pricing
- Define event strategy, calendar, budget and ROI
- Conduct research, make site visits if necessary, and handle all of the planning for each event
- Handle negotiations for contracts and marketing plans
- Serve as liaison with event producers, vendors and other points of contact
- Oversee all logistics regarding event set-up, execution and break down in regards to staff, food, equipment, spokespeople, marketing materials, gift bags, giveaways and décor
- Act as on-site representative and manager at all events
- Propose new ideas to improve the event planning and implementation process
- Assist with preparing budgets and provide status reports for each event project
- Keep track of event finances including check requests, invoicing, and reporting.
- Prepare and modify event contracts as requested

Requirements:

- 5+ years in event marketing field with a focus on event research, planning, execution and results
- Must be detail oriented and have the ability to manage multiple projects at the same time
- Excellent written and verbal communication skills with the ability to clearly communicate information effectively
- Knowledge of media relations and marketing is important when promoting events
- Interest and experience in health, wellness and nutrition