SENIOR EVENTS COORDINATOR
JOB DESCRIPTION

DEPARTMENT: Marketing
STATUS: Exempt

SUMMARY

Hogan Lovells is a leading global law firm, providing business-oriented legal advice and high-quality service across its breadth of practices to clients around the world. Our growing, dynamic marketing department is looking for the right candidate fill a second position as *Senior Events Coordinator* in our expanding team.

This position aligns with marketing and business development strategies to support internal and external profile raising initiatives in the U.S. across industries and practices. This role works closely with the events manager and other members of the events team in executing firm hosted events including sponsorships, conferences, and client programming. The position will be located in New York.

JOB DESCRIPTION

General Knowledge:

- Work with firm practice groups, partners, and marketing leadership to support and implement marketing goals, event initiatives and strategies to support business development. Collaborate with partnership and marketing colleagues to support brand management and profile raising through events and sponsorships.
- Research and evaluate the strengths of the firm. Be familiar with existing and prospective clients, competitor activity, and industry trends to aid in the development of client programming or event series. Read industry, legal, and business publications to remain aware of trends that may impact the firm's practice.
- Work with the firm's communications team to build profile for firm events, both internally and, as appropriate, externally.

Event Strategy, Planning, and Execution:

- Responsible for pre-conference coordination including project plan, venue selection, contract negotiation, budget preparation, support key stakeholders, team with various marketing departments to strategically support event, coordinate planning calls, event materials, invitee list management, invitation dissemination, registration, and timely reports to team and planning committee.
- Event execution to include working closely with venue staff, preparing branded event materials, a/v and room set-up, manage speakers, guests, and coordinate timing.
- Post event responsibilities include timely thank you communications, compiling program feedback and sharing post event recap with team, processing invoices, and budget reconciliation.

- Additional events may include conference sponsorships, speaking engagements, the annual Partners' Conference, seminars, receptions, or related events.

Additional Responsibilities:

- Manage promotional item requests. Work closely with preferred vendor to ensure items meet branding guidelines. Oversee pre-production, ordering, and delivery, while being within budget and meeting deadline.
- Maintain marketing inventory through tracking, and reconcile usage to appropriate billing department.
- Organize event supplies as needed and ship to requesting offices or event locations.
- Maintain blackout calendar and comprehensive list of industry events.
- Identify opportunities in the legal industry to strengthen brand awareness and thought leadership through speaking opportunities, sponsorships, and community relationships.
- Support strategic marketing and business development opportunities; help foster relationships with key stakeholders.
- Manage and track best practices and processes for replication of high-quality and consistent programming for future programs. Update internal tracker, Workflow Manager, to reflect all projects.

QUALIFICATIONS

- 5+ years' experience, preferably in a professional services industry with marketing and event management background.
- Bachelor's degree in marketing, communications or related field preferred.
- Project management experience.
- Ability to prioritize and complete multiple projects and/or events simultaneous projects with minimal supervision.
- Strong organizational skills with a heightened attention to detail.
- Experience working independently as well as within in a collaborative, professional environment.
- Excellent writing and presentation skills.
- An ability to meet deadlines and work well under pressure.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint) Experience working in Adobe InDesign.

HOURS

Core Hours are Monday through Friday, 9:00am to 6:00pm. Must be flexible to work additional hours.

This job description sets forth the authorities and responsibilities of this position and may be changed from time to time as shall be determined. We are an Equal Opportunity Employer.