



Marketing Event Manager

ABILITY™ is looking for a Marketing Event Manager to collaborate with the Marketing, Sales, Product Management and Development teams in order to coordinate tradeshows, conferences and events promoting ABILITY products and services—such as customer focus groups and product demonstrations.

Company Overview

ABILITY is the largest health care network in the nation offering services that provide our customers with the ability to communicate and securely exchange information. Today, we deliver capabilities to a majority of the nation's leading healthcare providers that maximize their efficiency and profitability, enable direct and secure connections for a broad array of transactions and provide solutions that improve the way health care is delivered.

As ABILITY evolves, we continue to be forward thinking—seeking out new opportunities and delivering value-added services. We will continually provide our customers with the ability to connect to whom and what is most important to ensure the most secure, affordable and reliable delivery of quality health care services.

Essential Position Duties and Responsibilities

- Work with Marketing Team and Sales Leadership to develop an annual tradeshow plan.
- Work with Marketing Team and Sales Leadership on event preparation including strategies for exhibit booth demos, who should attend, what products should be featured, give-aways, etc in order to successfully execute the annual plan.
- Coordinate tradeshows, conferences and events promoting ABILITY products and services.
- Work with Marketing Team and Product Management to develop and coordinate customer focus groups and webinars to gain customer insight for product design and enhancements.
- Manage the assessment, inventory and recommendation of items to purchase for ABILITY store. These items are often branded ABILITY and used for tradeshow give-aways, prizes and the ABILITY points' rewards program.
- Coordinate internal marketing campaigns to support the sales department.
- Coordinate the development of internal success stories.
- In conjunction with sales and marketing, work to deliver sales tools that meet the needs of the selling organization. Examples include: print collateral, advertisements, tradeshows and corresponding booth content, print media campaigns, email campaigns, direct marketing, general and specific webcasts, particularly related to tradeshows and conferences.

- In conjunction with marketing leadership, develop marketing plans and execute initiatives to promote brand presence.
- Track and report results from tradeshow, corporate events, speaking events and public relations programs.
- Develop and maintain internal fact sheets for products and solutions. Serve as a resource to sales staff with questions or feedback on product functionalities.
- Develop product knowledge tools and programs to educate internally on new products, product enhancements.
- Assist with demos and training opportunities as necessary.
- Assist with other projects as needed.

Experience/Skills

- Bachelor's degree or equivalent
- Applicable previous sales and marketing experience
- Flexibility to travel when needed, but no more than 15% of the time
- Strong written and verbal communication skills
- Good analytical and conflict resolution skills
- Understanding of brand positioning and marketing mix
- Ability to set and manage multiple priorities, use good judgment and demonstrate excellent problem solving skills.
- Strong project management/organizational skills and exceptional attention to detail.
- Proficiency with MS Office and CRM applications
- Ability to quickly learn new applications and how they can be utilized to add value to the department/company.
- Experience in online distribution applications highly desirable.
- Ability to build team unity, working with a cross-functional and diverse

To Apply

ABILITY offers a competitive compensation, a comprehensive benefits package, and employee stock options.

To apply, please go to: <https://home.eease.adp.com/recruit/?id=1064051>