



JOB DESCRIPTION

Position: Meetings & Marketing Manager

Classification: Exempt

Reports to: Executive Director

Location: Remote in the United States

Salary: Pending Experience

Last Updated: 12/28/2022

Job Summary

Join an exciting, engaging company that provides a high level of professional and personalized service to our clients which allows them to achieve their goals. Our team provides a highly responsive environment, with high expectations for meeting both strategic and operational tasks of our clients including annual meeting planning and marketing, committee support, website and social media management, as well as project-based work as identified by the Board of Directors. At GMP you will experience a fun, team-focused work environment while utilizing and growing your skills and talents. We also offer a flexible work environment where you can work at home or in the office.

The Meetings & Marketing Manager will be responsible for the implementation and execution of a large-scale Annual Meeting for an international medical association. In addition, this position will be responsible for providing committee support, coordination of fundraising efforts and reaching fundraising goals. Responsibilities include extensive contact with members, working with volunteers, committees, vendors and other general support. The assigned client is accustomed to exceptional customer service and timely and accurate responses.

This position has extensive member contact and requires leadership attributes. Qualified candidates will have experience working as a meeting planner with marketing experience, and someone who is well-organized, has strong verbal and written communications, and is customer-service focused.

General Responsibilities

- Execute logistical aspects of the annual meeting including but not limited to food and beverage, audio visual, room sets, room block management, signage, exhibits, sponsorship and securing temporary staffing
- Oversee a robust abstract process from beginning to end (abstract submission, multiple reviews assignment, poster hall design and management, and ePoster management)
- Oversee all meeting technology including on-demand access/ e-learning (mobile app, polling, on-demand platform, etc.)
- Work with the Scientific Program committee on program development

- Manage all speaker communications (speaker/moderator invitations, syllabus forms, collecting final presentations, etc.)
- Venue sourcing and contract negotiation:
 - Research and source destinations, hotel availability and all meeting service providers
 - Negotiate favorable rates, terms and conditions
 - Negotiate and execute contracts to deliver cost savings and mitigate risks
 - Coordinate RFP process, collecting and creating comparison reports of future venue options and prepare recommendation for the Board of Directors
 - Organize and lead site visits to build relationships and shape expectations to drive right-the-first-time results and attendee/stakeholder satisfaction
- Oversee meeting and event registration processes including pre-registration and on-site registrations
- Work with a multitude of vendors needed for executing events including hotels, audio visual companies, abstract management companies, mobile app providers, decorators, DMC, etc.
- Develop and oversee all meeting marketing or event-related promotional materials including a meeting website and social media content
- Work with the board and relevant committees to develop strategies, coordinate fundraising efforts
- Work to secure sponsorship and grants for the client's annual meeting and pursue year-round partnership opportunities (oversee fundraising for the annual meeting and marketing collaborations year-round)
- Oversee exhibit and support prospectus development based on the needs of the client's strategic partners
- Organize phone calls and follow up as necessary with industry vendors, create and foster relationships to continue partnerships and execute terms of agreements with suppliers, vendors, supporters
- Execute logistical aspects of all social activities including off-site receptions
- Oversee Annual Meeting evaluation process
- Source and work with third party CME accreditor to ensure program is accredited and compliant; collect financial disclosures and work with provider and faculty to resolve conflicts when necessary
- Adhere to approved budgets and find cost savings when possible
- Track and execute logistics of any in-conjunction-with meetings and activities
- Track and execute logistics of all committee meetings taking place at Annual Meeting
- Reconcile meeting-related finances, including hotel bills
- Source printer and manage all printed materials (meeting brochure, syllabus, signage, etc.)
- Maintain clear, accurate, user-friendly meeting files, calendars, and history
- Work with relevant committees to develop the content and speakers of meetings
- Evaluate and review educational programs to determine effectiveness of the programs
- Serve as main point of contact for any meetings in conjunction with other associations
- Ensure shipping of all necessary materials and supplies to and from meetings

Committee and General Support Responsibilities

- Oversee and support of assigned committees; serve as staff lead for committees as assigned (meeting scheduling, reminders, agendas, minutes and executing action items)
- Review operating practices and recommend efficiencies and improvements where needed
- Assist with the Society marketing efforts, website updates and communications as needed

- Adhere to approved budgets
- Maintain clear, accurate, user-friendly organizational files, calendars, and history

Desired Qualifications

- Bachelor's degree from an accredited university preferred
- Minimum of 5 years meetings planning & management (leading and executing all meetings logistics; some virtual and hybrid meeting experience required)
- Association experience or medical congress background preferred
- CMP certification is desired and is an advantage
- Marketing experience required (including digital & email marketing, social media)
- Experience in successful fundraising and working with pharmaceutical/medical industry support
- Demonstrated experience in grants management or program development preferred
- Administrative and project management experience
- Highly motivated and able to work independently to agreed goals and targets and take ownership of the overall meeting planning process as well as follow direction
- Strong negotiation experience required; skilled at valuing concessions and leveraging strengths to get desired win-win outcomes
- Excellent customer service skills
- Sensitivity to differences in culture and nationality with the ability to collaborate closely with colleagues from across the world with a range of professional backgrounds, including clinical staff
- Must have the ability to maintain a collected and professional demeanor while under pressure
- Must be detail-oriented, organized, thorough and able to handle numerous assignments simultaneously
- High level of integrity and commitment to professional responsibilities
- Business acumen and strong skills in financial analysis and reporting
- Working knowledge of social media including crowdsourcing
- Outstanding communication skills, both written and verbal
- Exceptional follow-up skills
- Teamwork and cooperation within a small staff environment are essential
- An open mindset, is tech savvy and a quick learner
- Computer literacy skills (Zoom and Microsoft Office: Word/Excel/PowerPoint/Outlook/Teams; Canva; Asana or Trello or other project management tools, etc.)
- Graphic design skills are a plus
- Working knowledge of html is a plus
- Ability to produce professional project outcomes with minimal number of errors, including spelling, punctuation, and grammatical errors
- Ability to set and achieve deadlines
- Ability to develop strong relationships that instill trust and confidence
- Ability to adapt to changing priorities
- Ability to anticipate, create, write and implement operational policies and practices
- Ability to travel nationally 3-4 times per year
- Ability to stand and walk for long periods of time at the annual meeting
- Ability to occasionally work outside standard hours as needed, including evenings and weekends
- Ability to lift 30 pounds

Estimated Travel: 3-4 times per year

Note: The responsibilities listed in this job description is not an exhaustive list and there may be additional duties as assigned.

About Us

Global Management Partners (GMP) is a full-service association management company (AMC) located in Roseville, MN, providing professional management services to various member organizations. GMP's preferred model is to work with small to medium-sized associations. This niche allows us to provide the high level of personalized attention and outstanding customer service that we value.

GMP is a progressive organization that focuses on values and supports continuous learning at all levels. We believe that innovation, creativity and exposure to the best practices are essential in order to bring new ideas to our clients.

GMP's Mission: To empower our clients to thrive, grow and advance their missions through long-term partnerships to reach their fullest potential.

GMP's Vision: To make a positive impact globally by sharing our expertise, skills and resources with our partners.

GMP's Core Values: Accountability, Commitment, Support, Inclusiveness, Authenticity, and Excellence.

GMP's Position Statement on Diversity: Diversity is an integral facet of the global landscape and is a critical component to the success of all professions including association management companies (AMCs). Diversity in its many dimensions including ethnicity, nationality, race, culture, religion, gender, sexual orientation, socioeconomic background, mental and physical abilities, learning styles, values, and viewpoints enriches the work we do internally and with our clients.

Visit our website at www.gmpartners.org for further information. We offer competitive salary and benefits to commensurate with experience in a casual but professional work environment.

How to Apply

Email resume and cover letter with salary requirements to Amber Taie, ataie@gmpartners.org. No phone calls please. Minnesota-based candidates are encouraged to apply. This is a remote based position in the United States with opportunity to work in a hybrid capacity for Minnesota-based candidates.