



PALMETTO BLUFF

MARKETING MANAGER, EVENTS

The Marketing Manager, Events at Palmetto Bluff joins a team of creative, results-driven professionals. The manager will work in collaboration with the marketing team to support the daily operations of the community, taking the lead on community programming and events, broker events, internal events, strategic partner relationships and communications. The fast-paced work environment requires a multi-tasker with top-notch written and oral communication skills, friendly, outgoing demeanor, and a can-do attitude. The ideal candidate for this role should demonstrate exceptional organizational abilities, superb interpersonal skills, and excellent time-management skills. Proven event experience and strict attention to detail is required.

Major Responsibilities

- Support Senior Marketing Manager for all marketing tasks related to, but not limited to, community relations, events, content creation, and internal communications.
- Manage the Summer Concert Series, Chapel Concert Series, the Artist in Residence program, and the Endurance Series (Palmetto Bluff Marathon and Buffalo Run) to include planning and managing the annual event calendar, negotiating vendor agreements, recruiting sponsors, monitoring milestones, developing and managing budgets, handling all logistics, capturing event content, and uploading lead data.
- Participate as part of the event team and provide event support for large-scale community events including Music to Your Mouth and Field + Fire, collaborating with hotel partners, talent, vendors, sponsors, etc.
- Manage Palmetto Bluff Real Estate Company events to include open houses, new releases, and broker events, with responsibility for all planning, logistics, vendor agreements and budgets.
- Execute and facilitate the PB101 and PB201 educational series for employees, to include internal communications and marketing efforts to promote the program and grow participation.
- Manage strategic partner relationships, communication and recruitment as it relates to event sponsors.
- Maintain and update the marketing image asset database, keeping up to date folders of select images that represent a culmination of events/community images.
- Produce the weekly *APB*, Palmetto Bluff's internal newsletter.
- Support the Senior Marketing Manager with content curation and creation for all marketing channels to include website, *the bluff* magazine, social media, email communications.
- Attend company sponsored events.
- Understand marketing strategy and lead generation plans with targets, measures, and objectives and apply to event planning and KPIs.
- Manage data, mailing lists, and reports within the CRM tool.
- Other duties as assigned.

Palmetto Bluff

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Bluffton, SC 29910

(843) 706-6400

www.palmettobluff.com

Position Requirements and Qualifications

- Bachelor's in marketing with a concentration in advertising, marketing and/or communication preferred.
- Minimum of 5 - 7 years of experience in the marketing field.
- High-end event ideation and operational experience a must.
- Exceptional communication skills including oral and written, mastery of public speaking.
- Working knowledge of CRM systems.
- Strong organizational skills and ability to multi-task, juggle multiple projects, and lead others.
- Ability to establish and maintain good working relationships with co-workers, agencies, event sponsors, and vendors.
- Track record of performance excellence in meeting targets and deadlines.
- Understanding of fiscal practices and handling budgeting, invoicing, and post-event reports.
- Possess a marketing and customer service orientation that is highly collaborative.
- Respectful style that focuses on excellence and doing what is right.
- Must love dogs.

Other Demands of the Position

- Hearing and speaking to exchange information.
- Dexterity of hands and fingers to operate a computer keyboard.
- Seeing to read a variety of materials.
- Standing/walking for extended periods of time.
- Ability to travel stay overnight as required.
- Ability to carry 10-25 lbs. (computer, files, etc.).
- Office environment with exposure to personal computer monitor and frequent use of a keyboard.
- Possible construction environment with exposure to dust, noise, temperature fluctuations, moving machinery, and so on.
- M-F, 8:00 am - 5:00 pm and nights and weekends as the event schedule dictates
- Valid driver's license or reliable method of transportation to/from work.
- Ability to work late hours and weekends as required to meet deadlines and manage events.

Disclaimer

This document describes the position currently available and serves only as a summary of the typical functions of the job. It is not an exhaustive or comprehensive list of all possible job responsibilities. Tasks, responsibilities, and duties of the jobholder may differ from those outlined. Other duties, as assigned, might be part of the job. It is not an employment contract. Our company reserves the right to modify job duties or job descriptions at any time.

Palmetto Bluff Development Company is an Equal Opportunity Employer