



# Job Description

<b>Title:</b>	Meetings Coordinator
<b>Reports to:</b>	VP Marketing Retail Optical Group
<b>Department:</b>	20/20 Meetings New Initiative

The Jobson Optical Group products reach the ECPs, retailers and laboratories playing major roles in the global optical market today. From industry news, product launches, fashion trends and clinical information to research, educational programs, custom publishing and e-marketing, Jobson is the leading, single source for today's ophthalmic community. Brands include 20/20, Vision Monday, Review of Optometry, Review of Optometric Business, Women in Optometry, ECP Business Services, Jobson Research, Jobson Interactive and Frames Data.

## General Description

Marketing Coordinator is responsible for managing a wide range of projects that promote and support the meetings group and the Meetings Manager. The Meeting Coordinator is responsible for assisting in developing marketing collateral and providing support for all meetings related activities,

## Job Responsibilities

- Assist in development of print and e-mail marketing collateral for recruiting attendees
- Coordinate and execute e-blasts, metrics attendance reporting & attendee reconciliation
- Database and promotional calendar maintenance and reporting
- Provide sales support and tradeshow/live events support
- Assist in processing all catering orders, contract reviews, and invoice processing
- Assist in communications with clients, staff, and supplier partners
- Professionally represent the company at all times
- Able to work in a fast-paced environment and within deadlines for programs
- Coordinate post-event surveys, reporting of results and budget reconciliation
- Occasionally assist with on-site registration and event management
- Other duties as assigned

## Qualifications

- 1-3 years sales/marketing experience
- Bachelor's Degree
- Excellent communication, interpersonal and writing skills

*NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.*



# Job Description

- Able to handle multiple projects and work as a team member in a fast paced environment
- Microsoft Office (PowerPoint, Excel, Word, Access) proficiency is required
- Creative design and HTML/web design experience is a plus
- Google Analytics and What Counts proficiency is a plus

## Travel

- Some travel required

*NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.*