

Job Description

Job Title: Experiential Coordinator
Reports To: Account Manager

Overview

ai|m Marketing Solutions is a sports and entertainment marketing agency headquartered in Atlanta, GA and certified by the Women's Business Enterprise National Council (WBENC). We work with Fortune 500 brands to identify, negotiate, manage, activate and measure sponsorship properties, events and other marketing assets to achieve desired business results. Our work extends across multiple sports and entertainment platforms including, but not limited to, MLB, MLS, NASCAR, NBA, NCAA, NFL, and PGA. We are passionate about bringing brands to life, establishing authentic connections with fans, and delivering flawless execution and best-in-class client service. We are looking for individuals who share our passion to join our team!

Job Description

ai|m Marketing Solutions is hiring an Experiential Coordinator to plan and execute community activation and employee engagement programs for multiple clients. This position will work closely with the Account Manager to help plan, manage and execute all programs. Roles and responsibilities include, but are not limited to:

Community Activation

- *Activation Planning:* Assist with planning client activations. The roles and responsibilities will include but are not limited to the following:
 - Collaborate with client(s) and account team to establish program deliverables and objectives
 - Assist in the development of activation programs to meet client objectives
 - Develop and maintain activation budgets
 - Serve as day-to-day contact for multiple clients
 - Maintain annual event calendar
- *Activation Execution:* Lead the execution and operations of client activations. The roles and responsibilities will include but are not limited to the following:
 - Procure materials to deliver activation program as agreed upon
 - Coordinate with vendors for necessary support (A/V, staging, restrooms, furnishings, food and beverage, security, tenting, etc.)
 - Coordinate event logistics as required
 - Fulfill program materials in a timely manner
 - Monitor and optimize client activations, providing regular reports to client(s)
 - Pack and unpack event kits, ensuring all necessary items are included
 - Develop Activation Manual for each activation
 - Develop and distribute recaps of client activations
 - Reconcile activation budgets post-event
 - Ensure all events are adequately staffed, either by paid brand ambassadors or employee volunteers
 - Training working staff for specific client activations
 - Scheduling working staff for specific client activations, ensuring all events are fully staffed
 - Overseeing working staff while onsite
- *Activation On-Site:* Lead onsite activations
 - Coordinate with venue, partners, and vendors for all operational/logistics
 - Activation Setup
 - Ensure all components are fully functioning according to activation plan
 - Manage staff and serve as on-site activation lead
 - Activation
 - Engage attendees according to activation plan

- Troubleshoot as needed
- Track engagements according to activation plan
- Activation Strike
 - Break down and secure all components
- Develop program recaps for each activation

Additional Duties and Responsibilities, not limited to

- Agency Operations
 - Support the overall operational efforts of the agency, as assigned
 - Support the administrative needs of the CEO and executive leadership team, as assigned
 - Manage agency activation calendar
 - Maintain client and vendor contact lists

Education, Experience and Qualifications

- 4 year college degree
 - Sport Management, Event Management or Marketing degree preferred
- 1-2 years experience in sports, hospitality, or event marketing
- Understanding of sponsorship and/or event marketing
- A passion for client service
- Ability and willingness to travel up to 30%
- Ability and willingness to work evenings and weekends

Required Skills

- Strong written, presentation, and verbal communication skills are necessary
- Ability to effectively communicate a thought or an idea, draft client / ai|m communications, write reports and business correspondence
- Ability to effectively present ai|m and our capabilities
- Project management skills including ability to manage internal and external deliverables in a timely manner
- Detail oriented
- Proficiency in all Microsoft Office applications including but not limited to PowerPoint, Word and Excel
- Must be a resourceful self-starter who can operate with minimal supervision
- Ability to lift 50 pounds
- Ability and willingness to stand for up to 6 hours
- State-issued driver's license in good standing

Company Culture

ai|m encourages an energetic, fun environment. While individual work is valued and needed, there is also opportunity to work together in small groups and account teams. We expect the highest quality of work and a commitment to excellence.

Compensation

Compensation for this position is dependent on previous experience and expertise. ai|m benefits include 18 PTO days, 6 paid holidays, teleworking, health and dental insurance, new parent leave, and a 401K program.

Interested candidates should apply online at <https://form.jotform.com/mickiv/employment-application-form>