



Senior Event Strategist

Who are we?

Impact Point Group was founded in 2007 and is a proud certified woman-owned business located in Denver, CO. We are a boutique consulting firm focused on blending the art of innovative, creative thinking and design with the science of strategic planning and measurement to help our clients implement events that deliver audience and business impact. We provide event strategy, program design and management, speaker strategy and management, and measurement consulting and facilitation services to corporate marketing and event leaders.

What are we looking for?

A Senior Event Strategist to join our team of inspired, creative problem solvers. This is a client-facing role that collaborates closely with client and team in creating and implementing event strategy, measurement, design and experiential marketing programs.

Our staff is working fully remote for a period of time. While it would be convenient to live in Colorado, we are open to out-of-state, fully remote for the right candidate.

‘Day in the life’

- Successfully manage and nurture multiple client projects and relationships
- Conduct strategic planning activities to help clients define their event vision, mission and goals
- Develop, propose and implement comprehensive engagement strategies, as well as standalone strategies for digital, in-person and hybrid events
- Identify event metrics and key performance indicators, based on client input, event industry and measurement best practices
- Create measurement strategies and programs based on the outcomes that clients want to achieve through events
- Develop survey questionnaires and other event measurement tactics
- Create and manage event scorecards, and prepare final reports communicating the impact of client events on key areas of their business
- Conduct proprietary user research to explore and express event industry trends, innovations and challenges to inform client event recommendations
- Prepare event concept presentations that help clients translate ideas into concepts that they can easily communicate to stakeholders to secure funding and buy-in
- Collect, read, analyze, interpret and synthesize information from a variety of sources and develop strategic insights and points of view
- Collaborate with and direct client service team members, including Senior Event Strategists and Event Strategists, to produce and present strategy deliverables (i.e. presentations, research reports, creative briefs, point of view documents, measurement reports) across accounts
- Collaborate with our client’s creative, technology and production teams to help the client achieve the outcomes outlined in the strategy phase of the event planning cycle
- Extensive writing and presentation development to finalize deliverables

Is this you?

- Curious, dynamic, creative individual
- Thrive in a client-facing role
- Always bring your “A” game
- Strong data management and reporting skills
- Able to expertly express strategic guidance through superior written and oral communication skills
- Possess exceptional skills in the following:
 - Consultative Approach
 - Business Acumen
 - Research & Discovery
 - Curious & Inventive
 - Resourcefulness
 - Resilience
 - Business Writing
 - Polished Presentation Skills

What do we require?

- 10–15 years’ experience of relevant work experience in marketing, experiential/events, preferably in an agency environment
- Bachelor’s degree or equivalent experience required-Marketing, Communications, Journalism, Business and related fields
- Experience collaborating with and reporting to c-suite and senior executives
- Experience with B2B Fortune 500 brands, preferably in the technology industry
- Possess a depth of knowledge and experience in one or more of the following: corporate event portfolio strategy, corporate marketing, experiential design, program/content design and development, measurement & impact reporting, technology industry, and professional services consulting
- Experience in digital, social and mobile technologies, strategies and tactics
- Adept in all business software applications; mastery of Microsoft PowerPoint (must be able to build a deck), Excel and Word
- Familiarity with both G Suite and Office 365 applications
- Mac proficiency
- Tech-savvy, ability to embrace and use cloud-based software tools adeptly

Benefits:

- Wellness stipend
- Mobile phone stipend
- PTO is negotiable
- Flexibility to work remotely

To Apply:

We're certainly eager to learn more about your professional experience and contributions, but we also want to get to know you as the unique human that you are! Please do not send your resume or cover letter to us at this time.

Our unique review process is constructed purposefully to help us get an unbiased sense of a candidate's personality, contribution, and capabilities. To begin your application process, please complete the below and submit to recruiting@impactpointgroup.com.

1. List three things that attracted you to this position and made you want to apply.
2. An important client in Toronto sends you an e-mail at 2:30 p.m. on Monday asking you to cancel the facilitated virtual session scheduled for their team next week because they're concerned that their CMO is questioning the value of their efforts and the session itself. You have seen the dysfunction in their relationship first-hand but know that you're in a position to help the client resolve it. What steps would you take to handle this situation?
3. What media (TV, podcasts, news sources, books, social media etc.) do you regularly look at and what do you appreciate about them?
4. Rank the following words from highest to lowest importance (all words are "good" words, so there is no wrong answer) and tell us why you ranked the first and last word as you did: autonomy, collaboration, communication, creativity, curiosity, efficiency, fast-paced, integrity, opportunity, plan, precision