



Regional Marketing Associate

Summary:

The Regional Marketing Representative is responsible for assisting in the implementation of marketing plans and activities with a focus on events. The goal of this position is to increase awareness of and participation in the Plan's programs in Northern Virginia and surrounding areas. The majority of events will take place on nights and weekends, however, some weekday events may also occur. Working hours will be varied but will typically range from 20-30 hours per month. Primary Responsibilities:

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- Regularly attend events as assigned to increase awareness of the agency's programs
- Collaborate with Marketing team members to ensure seamless transition between event planning, preparation and execution
- Contribute to the calendar of events; solicit input from the team to ensure accurate and complete schedules of events
- Identify potential organizations or groups to partner with for existing and future marketing activities
- Work with Event Marketing Associate and Marketing Coordinator to coordinate adequate supplies for events; obtain, deliver and/or arrange for delivery of all materials needed for on-site events
- Manage onsite operations of events and presentations as assigned
- Serve as day-to-day contact for events as assigned
- Obtain and track assigned event attendance, feedback, suggestions, and requests
- Evaluate event success and provide regular reporting to Marketing Manager on events as assigned

Minimum Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism or related field preferred
- 2 years of general experience in marketing, public speaking, hospitality or event planning targeting multiple audiences
- Must be able to regularly attend events as well as quarterly meetings at VA529 office in Richmond, VA

Knowledge, Skills, and Abilities:

- Excellent oral and written communication and presentation skills
- Ability to adapt to changing circumstances and make sound decisions accordingly
- Knowledge of 529 plans, policies and regulation
- Proficiency with MS Office products including Word, Excel, and PowerPoint



- Creativity, innovation, and problem solving skills
- Skilled in giving public presentations to accurately convey complex concepts to large, diverse audiences
- Proficiency with MS Office products including Word, Excel, and PowerPoint
- Ability to manage multiple priorities while working independently to meet tight deadlines

Work Environment:

- Must be able to occasionally move about the office to retrieve files and documents
- Ability to lift and move up to 20 pounds independently
- Constantly operate a computer and other office equipment including typing and keying
- Frequently attend promotional activities in public areas such as conventions, fairs, and sporting activities in varying weather environments
- Frequently communicate with customers, vendors, and organizational partners; must be able to exchange accurate information accordingly
- Regular travel including night and weekend work required