



JOB OPPORTUNITY in Folsom, California

Communications Manager

Qualified candidates, please send resumes directly to ConferenceDirect HR at joanne.kenison@conferencedirect.com.

About ConferenceDirect:

ConferenceDirect is one of the world's leading event management and hospitality services firms. We help clients save time and money by securing the best hotel accommodations, meeting space, conference venues, and hospitality services available at the most favorable terms possible. For more than 18 years, we've been passionate about achieving better results for our clients.

See more at our website: <http://conferencedirect.com/>.

Job Summary:

The Communications Manager will support executive leadership in the execution of our corporate communications, development and implementation of our social media strategy, management of our key constituency recognition program, and writing and editing of executive communications.

Responsibilities:

- Compile and create data and materials for ConferenceDirect leadership for company events, customer meetings and industry events
- Prepare executive's presentations and speeches for corporate events
- Generate company press releases and distribute/post on company website, social media and industry channels
- Manage ConferenceDirect's recognition program of key constituencies, suppliers, customers, and associates
- Assist in development of content for all corporate communications
- Manage company web presence daily for optimization and accuracy including routine audits/updates of content, associate contact information, and timely and frequent updates of data and events
- Execute online/web strategy including daily posting on all social media platforms for ConferenceDirect including Facebook, LinkedIn, and Twitter
- Interview leadership and write quarterly columns for the company's industry magazine
- Manage/update/audit customer, partner & recruiting databases
- Scour industry websites and newsletters for updates regarding key CVB and hotel community leaders and update database accordingly
- Increase size of customer, partner and recruiting database through addition of lists from industry organizations, trade shows and others
- Contribute to the design of company branding and act as liaison with key branding/marketing vendors

**Qualifications:**

- 3 to 5 years of experience in business communications, marketing, and brand management
- Bachelor's degree in Communications, English or related field
- Fluency in all social media platforms

Key Technology Skills Needed:

- Adobe Acrobat
- Microsoft Office – Word, Excel, Power Point
- Google Apps
- Campaign Monitor (or other email marketing platforms)
- Cvent Sourcing Solution preferred
- Microsoft Publisher preferred

Other Key Skills and Knowledge

- Expert written and verbal communications skills
- Ability to drive reach in social media marketing
- Ability to work effectively with executive leadership
- A service-oriented and positive attitude
- High attention to detail

Note: This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.