



Impact Point Group, located in Denver, CO was founded in 2007 and is a proud certified woman-owned business. 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 business impact and audience delight. We provide event strategy, program design/management, speaker strategy/management, measurement consulting and facilitation services to Fortune 500 executive teams.

### **Senior Event Strategist (Contractor)**

We are searching for a contract Senior Event Strategist who will contribute their many talents to our Client Services team and work directly with IPG clients to define and implement comprehensive event portfolio and individual event strategies. While we are actively building our team and have full-time employee Senior Event Strategist roles currently available, we know that there are MANY talented and experienced event professionals who are interested in making BIG contributions as contractors and for individual project engagements. We're looking for individuals with flexible capacity and an interest in making an impact on a smart team doing high level strategy work with top tier clients in the technology space.

The Senior Event Strategist is responsible for leading multiple client event projects and nurturing relationships with client stakeholders. They'll spend their time researching and developing highly compelling event strategies, presenting and communicating big ideas to clients and internal stakeholders, and facilitating client meetings to shepherd multiple client projects from proposal to delivery. The Senior Event Strategist thrives in a consulting/agency environment, wielding their strategic business acumen and understanding of marketing technologies to help us define and consult on creative, impactful strategies.

If you have a passion for corporate events and marketing and know that you're the right candidate for this role, we want to hear from you! As a growing and flexible organization, we are in pursuit of excellent new colleagues with documented talents and aspirational growth targets. So, if you are inspired and want to be a part of a high performing team in the consulting event strategy space, let's talk!

### **Spend your days:**

- Conducting strategic client planning activities to help define their vision, mission and goals
- Developing, presenting and implementing comprehensive engagement strategies for digital, in-person and hybrid events
- Identifying success metrics based on client input and industry best practices
- Collaborating with your fellow Client Service Delivery team members to research, create and present strategy deliverables—creative briefs, impact reports and event concept presentations
- Partnering with your client's brand, content, creative, technology and production teams to achieve successful outcomes and client satisfaction
- Leading project teams with emotional intelligence and a high degree of business acumen

**Mindset Match:**

- The Senior Event Strategist feels at home when they're leveraging their broad perspective and curious nature. They balance this breadth with sharp business acumen and a strategic mind.
- The Senior Event Strategist has the experience to identify and the confidence to tackle challenges head-on
- The Senior Event Strategist has the intellectual agility to focus on both the big picture *and* manage the details, marrying their first-hand experiential marketing experience with strategic methodologies and tactics
- The Senior Event Strategist has exceptional written and presentation skills and comfortably facilitates results-driven executive level meetings

**Qualifications:**

- 10+ years of experience creating and implementing experiential marketing programs or event strategies in an agency or consulting environment, or equivalent
- Proven track record of delivering on multiple critical projects with many moving parts, people and locations
- Aptitude or direct experience working as a contractor (i.e. confident in outlining project SOWs, tracking and invoicing for your time, and in carrying necessary professional liability and practice insurance)
- Highly proficient with productivity applications (i.e. Microsoft 365, Google Workspace, Asana) and a PowerPoint/Google Slides master!
- Ability to juggle multiple competing priorities autonomously, magically keeping all the plates spinning
- Available to travel to client sites for individual client assignments
- Experience working with a small company

**Nice to have:**

- Recent work experience and/or understanding of the tech industry
- Bachelor's degree in communications, journalism, business or related field
- Experience with meeting facilitation, particularly with executive stakeholders
- Demonstrated knowledge of corporate event portfolio strategy, corporate marketing, experiential design, event measurement and business impact reporting

**Working with us you'll enjoy:**

- The opportunity to work on award-winning and innovative strategy projects
- Work with top tier technology brands
- A driven and committed team of seasoned pros to hang out with
- Human-centered cultural activities that include our most committed and highly active contractors—we couldn't do it without you!

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!

To begin your application process, please compile and send the below application materials to [recruiting@impactpointgroup.com](mailto:recruiting@impactpointgroup.com):

- Your answers to the below questions

- Your resume
  - Your hourly rate(s) and general availability
1. List three things that attracted you to this position and made you want to apply
  2. Tell us briefly about a time when you overcame a challenge or successfully navigated ambiguity
  3. What media (TV, podcasts, news sources, books, social media etc.) do you regularly look at and what do you appreciate about them?