



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**

We are searching for a self-motivated 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. 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
- 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 about 20% of the time
- 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:**

- Starting target salary for this position would range between \$110-120k base. All interested applicants are encouraged to apply—starting salary will be commensurate with experience level.
- This position is eligible to participate in our annual Incentive Compensation Plan
- Flexible remote working location, including home officing and ability to work anywhere within the United States for up to 30 days at a time
- Comprehensive benefits package inclusive of:
  - Medical, Dental & Vision Insurance
  - Included Basic Life & Basic AD&D benefit
  - Voluntary options for Life, AD&D, STD & LTD
  - Tax savings accounts (FSA & HSA)
  - Employee Assistance Program
  - 401(k) retirement plan
  - Paid Vacation & Sick Leave—Accrues based on years of service starting with 14 days per year up to 24 days per year
  - Up to six (6) paid holidays including our annual winter office closure (Christmas Day thru New Years Day)
- The opportunity to help build an award-winning, innovative and profitable workplace
- A driven and committed team of seasoned pros to hang out with

Insperty is assisting Impact Point Group in hiring a talented individual to join their team! Please apply [here](#) for this opportunity.