

Pagio, Inc. is a Worcester-based publishing company responsible for such publications as Pulse Magazine, TasteWorcester.com, the Central Mass Visitors' Guide, and more. We're also the largest event producers in Central Mass, with such events as Worcester Restaurant Week, The Taste of Shrewsbury Street, Worcester Chili & Chowder Fest, and a variety of other food and entertainment events.

Position: Marketing & Events Manager

Responsibilities:

- Plan and produce an extensive calendar of events ranging from 15 to 5,000 attendees
- Establish a marketing strategy and messaging plan for each event
- Manage the planning of events including: idea generation, venue selection, budget management, vendor contracting, etc.
- Seek out and secure event sponsors
- Negotiate contracts with vendors
- Handle all event-related media relations
- Manage project coordinators and interns
- Manage existing annual events and create + execute new event concepts to meet and increase yearly revenue goals
- Manage event budgets
- Gather and use attendee feedback to suggest future enhancements for each event
- Grow strong relationships with project partners, clients, and vendors

Qualifications:

- Must be a confident, professional, and self-motivated event professional with the ability to lead the production of our extensive event schedule
- Creative and solution-oriented problem solver, with a strong customer focus
- Bachelor's degree required
- 2-3 years of relevant event planning & marketing experience
- Excellent social media marketing skills
- Outstanding organizational, time management, verbal and written communication skills
- Excellent negotiating and influence skills
- Strong analytical and problem-solving skills
- Ability to manage multiple projects effectively
- Highly detail oriented, forward-thinking, and proactive
- Expertise with Excel and budgeting
- Able to multi-task in fast-paced environment
- Ability to build lasting relationships with partners and clients
- Experience with Mailchimp, Eventbrite
- Experience with the Adobe Creative Suite strongly preferred