



EXHIBITOR INVITES[®]

increasing attendance through email technology

www.exhibitorinvites.com

Job Description

Exhibitor Invites (EI)

Customer Support & Marketing Specialist

Provides customer support to customers and calling team
and marketing support on EI products & services

Responsibilities

Customer Support

- Assist in managing the Exhibitor Invites Services inbox: assisting clients, EI partners and calling team by analyzing and answering product and service questions, resolving issues, and providing suggestions when appropriate
- Assists in monitoring EI Services voice messaging system on daily basis
- Create and update calling and email templates for our calling team
- Create and update show information sheets
- Assist in managing in pulling weekly statistics for each live show
- Manage 2-4 Attendee Outreach programs at a time
- Work with the creative director to ensure testing of each show
- Assist with preparing EI customer account mock ups/drafts

Marketing

- Prepare marketing blurbs and campaign copy for each show
- Prepare and assist with customer email messages
- Prepare and assist with webinar presentations and other related webinar tasks
- Assist with the deployment of email blasts to customers

Other Duties

- Provide recommendations on how the EI Operations team can be improved
- Contributes to team effort by accomplishing related tasks and special projects as needed

Experience & Qualifications

- Strong customer services skills including phone and email with 1-2 years of experience
- Excellent written and verbal communication; must have excellent writing abilities, including grammar and spelling
- Detailed-oriented with excellent organizational and time management skills
- Ability to work independently and as a part of a team
- Strong emphasis on quality control and problem solving (includes analyzing information)
- Excellent interpersonal skills and at ease working with peers, vendors and senior management
- Comfortable with and open to receiving and providing input and feedback, when appropriate
- Must be flexible with work schedule: working remotely, 2-4 hours on weekends and adjusting work hours as need
- Dependable, reliable and good judgment are essential

Technical Qualifications

- Proficient in Microsoft Office (Excel, Word, PowerPoint, and Outlook)
- Basic knowledge in Adobe CC (Photoshop, Illustrator, Acrobat and Dreamweaver)
- Basic HTML knowledge and experience required
- Proficient in using web and email

Benefits: Health Insurance, 401K

Email resume and cover letter to: Michele Shubin mshubin@exhibitorinvitesteam.com