

## Job Description *Manager, Mirai Program*

**Location:** This is an LA-based, contractor position. Duration of contract: immediate-October 2017.

**Preferred Experience:** 2-3 years of automotive activation experience (Overall, 3-5 years related marketing background)

We are looking to add a collaborative, resourceful, fast-thinking, multi-tasking marketing and events professional. You will serve as the right-hand to the Director of Consumer Engagement (based in Valencia, CA) to develop and execute a promotional events tour for an automotive brand.

### **Day-day responsibilities may include:**

- Event research/outreach for festivals and community events in Northern and Southern California
- Event sponsorship negotiation and contracts
- Vendor and staff management
- Ideating and sourcing branded goods for giveaways
- Creative trafficking (signage, printed collateral, branded activation items, etc.)
- Inventory management / warehouse visits
- Client presentation decks
- Social media posts
- Generate estimates and create budgets
- Event recap reports (Summaries, metrics, images, etc.)
- Heavy email and phone correspondence with agency headquarters in Seattle, WA
- On-site management of events (frequently on weekend days)

General responsibilities and required skills include:

- **Project Management:** With support from agency partners, create and manage project plans from start to finish. This includes project objectives, work-back schedules, timelines, event staffing, on-site management, and other logistics. This requires excellent planning, organization and prioritization skills, including the ability to identify key client deliverables, the most effective strategies to achieve them, and the operational experience to oversee implementation of programs.
- **Marketing strategy and tactics:** Work with senior members of the agency to develop compelling market solutions that exceed client expectations. This requires a knowledge of, and passion for consumer marketing, including important new trends that are emerging. Also, this requires working knowledge of areas of agency expertise and 206's strategic methodology.
- **Communication:** Work closely with clients on a day to day basis. Provide clear and actionable information related to projects. Build a rapport with clients and be seen as a trusted advisor. This requires excellent written and verbal communication skills, including the ability to present ideas effectively and communicate with clients, vendors, press and others on the phone, via email and in person. It requires excellent listening skills to ensure the clients' goals are both clear and being achieved, and may require the ability to explain and persuade the client regarding the rationale of a particular strategy or tactic of the campaign.
- **Team Management:** Maintain solid relationships with internal departments and team members. This requires the ability to effectively manage junior team members of account teams.
- **Accountability and initiative:** Ability to deliver work on time and as promised. This requires a great work ethic and being a self-starter, as well as the ability to juggle multiple projects. Ideal candidate is ambitious and willing to provide assistance whenever and wherever needed, including possible travel throughout California on short notice.

What is 206? Recognized as one of the best places to work in Washington, we are a rapidly growing eleven-year-old non-traditional marketing agency based in Seattle. Our client roster is peppered with the biggest of international brands and many regional brands, for which we assemble creative, comprehensive campaigns. Many of our clients have been with us for years, and keep coming back for more. Our new clients quickly become a part of the family.



If you are interested in the position and meet the requirements listed above, please send a cover letter and resume to [careers@206Agency.com](mailto:careers@206Agency.com). Hint: If you'd like to rise to the top of the pile, please include in your cover letter brief and specific examples of times when you achieved success related to the areas of responsibility detailed above.