



**Location for this position:**

Rowmark  
5409 Hamlet Drive  
Findlay, OH 45840

**Job Title:** Trade Show & Events Coordinator

**Reports To:** Director of Marketing

**Primary Purpose:** The Trade Show & Events Coordinator works closely with Marketing to manage trade shows, technology/color center open houses and education events (40+ events annually) schedule and to ensure successful execution of all company internal and external events. This position is responsible for ensuring all events are held to company standards, branding consistency and are in-line with company's overall strategic goals. This includes assisting with logistical planning of large multi-company trade shows as well as supporting smaller customer education events nationally and regionally. From pre-event planning, development of event communications, packing and scheduling to lead management and post event surveys, this position will be involved in all facets of events.

**Expected Attributes of Employees:**

- Positive attitude with a high level of accountability, personal drive, ambition, integrity.
- Competent in communicating and building relationships directly and openly throughout the organization, strong verbal and written communication skills.
- Passion for continuous improvement in all aspects of the position and a personal drive toward positive results
- Team-oriented customer-centered spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere
- Capability to manage complex projects from beginning to end, successfully balance multiple projects and ensure timely and successful project completion.
- High level of creativity, attention to detail, and project management skills.
- Strong self-starter with a record of success.
- Excellent organizational and planning skills.

**Qualifications:**

- 1-2 year's experience in trade show/events and/or related marketing experience
- Ability to work in a fast paced environment, with multiple and changing priorities while maintaining strong focus on execution and results
- Strong interpersonal and collaboration skills with an ability to communicate at all levels of an organization both internally and externally
- Computer experience and knowledge a must –Microsoft Word, Excel, PowerPoint, and Outlook; HTML, CSS, and Adobe Creative Suite or related graphics programs is a plus.
- Capability to manage complex projects from beginning to end, successfully balance multiple projects and ensure timely and successful project completion with attention to detail
- Excellent written and verbal communication skills, including presentation skills
- Strong organizational and planning skills
- Detail-oriented with excellent follow-up, budgeting, and time management skills
- Adept at handling multiple complex projects simultaneously under pressure to meet tight deadlines



- Knowledge of marketing communications and graphics a plus
- Willing to travel to one to two trade shows domestically per month or as needed. Will include travel on some evenings and weekends
- The employee must occasionally lift and/or move up to 45lbs
- Onsite trade show duties may require bending, walking, or standing for an extended period of time
- Experience with sales and marketing automation is a plus
- Computer experience and knowledge a must –Microsoft Word, Excel, PowerPoint and Outlook.

### **Primary Duties & Responsibilities:**

- Works with Sales and Marketing to coordinate logistics and deliverables for trade shows, seminars, customer education and Open House events. Logistics can include booking booth and meeting space, managing housing and trade show travel, ordering of electrical and material handling services and equipment, scheduling of freight, pack and shipping of exhibit materials and samples
- Work with vendors, for example, exhibit house, printers, etc., to ensure timely, cost-effective execution of display and assets to support events
- Manages and works with sales team to establish technology open house and training events schedule
- Manages vendor relationships to support and increase engagement and participation customer training and open house events
- Manages deadlines for trade show and event promotions
- Assists in creation and sending of pre-show and post-show communications (internal and external)
- Develop staffing and pre-event and event schedules
- Travel required to support onsite execution and management of key events, including show set-up, booth support, tear down and packing
- Track expenses and assist in complete financial reconciliation
- Ensure timely processing and follow-up of show leads in CRM system and distribution to sales force
- Maintain show schedules, project checklist and processes through development of exhibit management template
- Complete other duties as assigned by supervisor.

### ***At Rowmark, we are passionate about making our customers look great!***

We proudly manufacture, market and distribute of a wide array of innovative and quality products for our customers primarily in the awards, recognition and signage markets.

Founded in 1997, our company has developed into the leader in the markets we serve. Our state-of-the-art manufacturing, warehousing and distribution systems continue to be keys to our success.

Rowmark's family of companies is headquartered in Findlay, Ohio, where it manufactures its plastic sheet materials in a new 88,000 square foot facility. Our extensive product line of sheet materials are distributed in over 80 countries around the world.

Rowmark also owns and operates a separate lamination and film business unit in Trenton, NC as well as an additional customer service/distribution centers located in Belgium and Australia. In June 2018, our company partnered with Windjammer Capital, staging us for major growth.

Rowmark is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition



programs and career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation and paid company holidays.

We believe that people have always been and will continue to drive the success of our company. *Rowmark is open to assisting with relocation costs for a strong candidate that meets the qualifications of the position, if necessary.* If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: [kwinner@rowmark.com](mailto:kwinner@rowmark.com)