

DESCRIPTION

ABOUT AMERICAN DREAM

American Dream, developed by Triple Five Group, is an unparalleled mix of world-class entertainment, retail and dining, comprising more than 3 million square feet in East Rutherford, New Jersey, just minutes away from New York City. American Dream is home to leading attractions that includes DreamWorks Water Park, Nickelodeon Universe, Big SNOW, Angry Birds Golf, The Rink, Blacklight Mini Golf, and a curated collection of premier dining and retail stores, including flagship locations for H&M, Uniqlo and PRIMARK as well as Lululemon, Sephora, Aritzia, Zara and IT'SUGAR, the world's first "candy department store." For more information on American Dream, visit www.americandream.com or follow us on Instagram@americandream.

ABOUT THE ROLE

We're searching for an experienced and enthusiastic Events Manager to lead planning and execution of marketing/retail events and activations. This position reports to the Director of Retail Marketing.

The Marketing and Retail Events Manager will be responsible for creating American Dream's Marketing Events process as well as strategizing any guest-facing events related, but not limited to retail, seasonal/holiday, and grand openings. This position will work directly with internal and external stakeholders to create, prepare, and implement American Dream events.

We're looking for someone who can partner successfully with internal teams, primarily Creative and Operations. This person should have demonstrated success project managing events across multiple categories, inclusive of retail, community and B2B, balancing an array of important responsibilities simultaneously. The ideal candidate for this role should be highly organized, have excellent interpersonal skills and demonstrate the ability to plan multiple events and activations in the same time frame. This person will be responsible for upholding American Dream's brand image through in-person events and should have experience working alongside a Marketing team.

WHAT TO EXPECT

Responsible for planning, coordinating, and facilitating the logistics of American Dream marketing-based events; act as a liaison for American Dream with all parties and departments involved in the event Create a center-wide marketing events calendar & streamline internal event communications including activation around Met Life Stadium events, Kids at AD programming, attraction-based activations, and retail openings Serve as an American Dream ambassador at assigned events by enforcing facility policies and procedures; identify and resolve public and event-related complaints in a professional manner ensuring customer satisfaction Oversee all production, set-up, staffing and event-related contracted services for

marketing events. Communicate and coordinate all catering needs. Obtain any permitting or legal approval on any events or activations. Develop and control event budgets including preparing Pre-Event Financial Estimates to internal and external clients based on potential operational costs during the event; coordinate the completion of Post-Event Financial Settlements through American Dream's accounting department. Collaborate with digital team to ensure proper promotion of events. Work with Director of Retail Marketing to plan and execute events related to the opening of the luxury fashion wing. Lead execution and logistics of any marketing-related events and activations

WHO YOU ARE

Bachelor's Degree, preferably in a related field such as business administration, marketing, facility management, or hospitality management. 5 + years of Marketing or Events management experience. Ability and willingness to work a flexible schedule including long and irregular hours that may vary due to functions and may include early mornings, evenings, weekends, holiday and an extended number of consecutive days. Track record of developing and executing large-scale events and programming. Ability to partner cross-functionally and project manage. Excellent communication skills; capable of articulating both strategic recommendations and detailed tactical plans. Knowledge of Microsoft Office programs

American Dream is an equal-opportunity employer and is committed to providing a workplace free from harassment or discrimination. All employment decisions are to be made without regard to race, color, age, gender, sexual orientation, religion, marital status, pregnancy, national origin/ancestry, citizenship, physical/mental disability, military status or any other basis prohibited by law.

LOCATION

50 NJ-120, East Rutherford, NJ 07073, USA

https://jobs.apploi.com/view/637507?utm_campaign=bolivar&utm_source=company_profile_page