

EAS Exposition and Marketing Director

The governing board of the Eastern Analytical Symposium and Exposition (EAS) is looking to fill the position of Exposition and Marketing Director, starting in Jan-2020. This is a part-time contracting position without benefits. Salary will be commensurate with experience. Email resume to askeas@eas.org by November 1, 2019.

Job Description:

The EAS Exposition and Marketing Director will organize, plan, supervise, and manage the entire EXPOSITION, which is an integral part of the annual symposium in coordination with the Chair of the Exposition Committee and executive committee. This shall include, but not be limited to, such functions as:

- 1 Identify and solicit exhibiting entities and sponsors of various event during the annual symposium
- 2 Formulate floor plan, pricing, as well as exhibition guidelines and seek approval from EAS board or executive committee
- 3 Work with both EAS and exhibitors to promote the annual symposium and maintain a master mailing list of all the exhibitors and their representatives
- 4 Propose and lead initiatives to promote sales and bring new exhibitors and attendees to EAS through social media, on-line advertising and marketing, and digital communications
- 5 Engage the exhibitors to assist in the marketing the symposium with their clients
- 6 Arrange for all equipment and services for entire exhibition by coordinating with exhibitors, relevant EAS committees, show decorators, furniture providers, warehouse providers, and registration provider
- 7 Be available on-site during the entire exposition including show set-up and break-down days (total 6 days)
- 8 Maintain accurate record of payments and ensure all dues are paid to EAS
- 9 Provide monthly report to executive committee and quarterly report to the board. Attend quarterly board meeting.

Requirements:

B.S. Degree or equivalent, Scientific or Technical field preferred

Ability to communicate clearly with exhibitors, attendees, and EAS governing board

Familiarity and experience with social media platforms

3-5 years' experience with Exhibition Sales, Organization, Set-up, Management, and digital marketing preferable

Who we are:

Eastern Analytical Symposium and Exposition (EAS) is a volunteer organization that sponsors a scientific conference and exposition dedicated to analytical sciences. EAS is held each year to provide professional scientists and students continuing education in the analytical and allied sciences through the presentation of symposia of papers, workshops, and short courses. An exposition of apparatus and supplies allied to these sciences is held concurrently with the symposia.