



## **Events & Marketing Manager, Public Sector (Full-Time On-Site)**

### **About the company**

Visual Defence (VDI) is a leading provider of software solutions for the transportation and infrastructure sectors. The company is a leading artificial intelligence software provider and is well known for its technology, CITYROVER, which automates detection of incidents in the municipal and transportation sectors. The company is rapidly growing with extensive services provided worldwide.

For more information about us, our products and services, you may view our corporate website:

<http://visualdefence.com>

### **About the position**

In this role as an Events & Marketing Manager, you will plan, develop and deliver memorable experiences in order to engage the existing and potential CITYROVER community. You will create conversations, webinars, and deliver updates. You will form meaningful relationships between Visual Defence and its potential customers at various points of the procurement journey.

You will be required to lead variety of events for the public sector including trade shows and speaker participation in order to engage and enlarge the company's potential clients such as industry experts and municipal leaders who are seeking innovative solutions to create smart and sustainable future cities.

In order to excel in this role, you will have a real passion for planning, developing and delivering high quality marketing activities including designing, managing and evaluating marketing campaigns.

You will also possess interpersonal skills for collaboration, which can bring together visionary leaders, experts, and stakeholders to explore the convergence of our technology, the urban development and the community well-being it brings along with it.

### **Key responsibilities include:**

- Identify, lead, participate and organize relevant trade shows and industry events that align with the company's target audience and marketing objectives.
- Coordinate and oversee all aspects of trade show participation, including booth design, logistics, promotional materials, and staffing.
- Conduct market research and competitor analysis to identify trends and opportunities for differentiation in the AI based road maintenance industry.
- Monitor and analyze marketing metrics to measure campaign effectiveness and make data-driven decisions.
- Cultivate and maintain relationships with industry influencers, media outlets, and strategic partners.
- Lead, create and execute marketing campaigns, including digital, social media, and traditional marketing to boost brand engagement and generate leads.



- Develop and implement marketing strategies to meet business goals and objectives, considering target audience, market trends, and competitive landscape.
- Create high-quality content across various channels, including blog posts, articles, social media posts, videos, infographics, and more, to engage and educate the target audience.
- Coordinate and oversee the production of marketing materials, such as brochures, presentations, videos, and case studies.
- Ensure consistent brand messaging and positioning across all marketing materials and channels.
- Drive lead generation efforts through content marketing, paid advertising, email campaigns, and other strategies.
- Stay up-to-date with industry trends, best practices, and emerging technologies to drive innovation within the marketing department.
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#### **Qualifications and skills:**

- Minimum of **5 years** of proven experience in an event planning and marketing, preferably in the **public sector** industry.
- Excellent writing and editing skills to create engaging and persuasive content.
- Ability to adapt writing style for different channels and target audiences.
- Strong command of English written and spoken.
- Bachelor's degree in Marketing, Business Administration, or a related field (MBA is a plus).
- Strong understanding of marketing principles, including market research, segmentation, targeting, and positioning. Knowledge of digital marketing techniques, content marketing, social media marketing, and lead generation strategies.
- Proficiency in using marketing automation tools and CRM software.
- Excellent communication and interpersonal skills, with the ability to effectively represent the company at events and trade shows as well as engage with diverse audiences.
- Strong project management and a keen eye for details skills.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Proactive and self-motivated, with a passion for staying ahead of industry trends and best practices.

#### **Benefits**

- Health and Dental benefits