



## EXPERIENTIAL

As the Soho Experiential **Field Marketing Associate**, you'll support all aspects of activity in market and reports to the National Field Marketing Manager. The Soho FMA must be comfortable working autonomously and on many projects at once. You will be empowered to assist in developing client relationships, assist market managers and have a desire to travel performing quality control evaluation.

### What You'll Do

- Supports the FMM/FMD in the day-to-day management of **Regional** activity
- Ensure that Soho's objectives clearly align with client's objectives. Be the conduit for anticipating clients' needs before they ask and exceed expectations
- Regular meetings with clients to develop and maintain relationships. Bring a unique voice and help to review existing ways of working; make recommendations to always improve systems.
- Help develop a team of top-quality Market Managers to best represent client's needs. Provides ongoing guidance, direction and support, and measures and evaluates team performance on a regular basis.
- Monitor and track results to ensure key deliverables are showcased
- Manage and coordinate marketing materials/POS audits/online reporting
- Help channel insightful market research from field staff to Market Managers and through Client Service to the client
- Work closely with NYC based Client Service and Production teams. Collaborate with Field Marketing counterparts and Company Operations to identify needs, push back with logic when needed, and respond with deliverables when required.
- Represent Soho's value to the client and uncover additional opportunities to serve the clients
- Manage payroll and expense process
  - Review and improve reporting systems
- Oversee Health and Safety Field Marketing protocols and manage training needs alongside Training Director
- Helps provide logistics summary and needs for all events; putting your producers hat on and anticipating what is coming around the corner
- Brainstorm/find solutions like a pro and maintain a positive approach when challenges arise
- Implement Quality Control Experience visits to evaluate best practices and local market activations for the ultimate excellence in execution
  - 10% travel annually (minimum)
- Own projects from start to finish and manage deadlines effectively
- Participate and contribute during weekly team calls



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**What You Bring to the Table:**

- Bachelor's Degree
- 1-3 years field marketing experience required
- Wine & Spirits experience desired
- Microsoft Office Suite Proficient
- Super star status thrives in a fast-paced environment. Able to multi-task like a pro. Can own projects autonomously and take pride in the work you create and share.
- Strong problem solving, time management, ability to adhere to deadlines

**What We Offer:**

- Work from home opportunity, home office **must be located in the US**
- Contribution to a solid medical, vision, and dental insurance
- A 401K program so you can do cool stuff when you are old
- A generous PTO policy. We believe in working hard, and smart and enjoying life to the fullest.
- A group of people who value each other as much as we do the work we create
- Mentorship from team members who truly care, to work with management who values growth and opportunity.

***We love our diverse workplace! Soho Experiential is an equal opportunity employer and does not discriminate based on race, color, gender, religion, age, sexual orientation, national or ethnic origin, disability, marital status, veteran status, or any other occupationally irrelevant criteria.***