



ACTIVATION SPECIALIST

DESCRIPTION

The Activation Specialist assists the Client Service team with any and all on-site/in-field duties as well as in house administrative and other responsibilities as assigned by account service managers. This role utilizes their knowledge of on-site activation to assist in the creative and business development process. The Activation Specialist must be adept at working across all accounts and brands as well as internally across departments. Client interaction, brand ambassador management as well as program analysis and administration skills are essential.

RESPONSIBILITIES

Pre-Event/Activation:

- o Ensuring proper inventory update and management of program assets and warehouse spanning multiple programs and events using SYNMP's asset management system.
- o Review all program trainings and event run of shows to be fully knowledgeable on program objectives and requirements to ensure quality control in the field across a variety of experiential events, including but not limited to spirits, automotive, retail, etc.
- o Work with multiple SYNMP Program Managers to determine spot-check and quality control needs and site visits
- o Assist in event run of shows as needed

On-Site:

- o On-site quality control and management of a variety of experiential events, including but not limited to spirits, automotive, retail, etc.
- o Mentor, manage, and/or course correct Field Coordinators and on-site staff in best practices and efficiencies
- o Serve as contact for SYNMP, Brand Ambassadors, vendors, and Clients during on-site spot checks
- o Provide detailed feedback and suggestions from on-site spot checks to not only ensure quality control and health of program, but also to identify opportunities for enhancements and additional successes
- o Ensure all process and procedure according to SYNMP guidelines are being followed by field staff
- o Assess all program assets on-site and on a consistent basis (including vehicles when applicable) and determine/report back to SYNMP when maintenance, repair, or replacement is necessary

Ongoing:

- o Ensure field coordinators/event managers are properly inventorying all program/event assets and materials according to SYNMP management system in addition to quality control through warehouse visits as determined by SYNMP Program Managers
- o Vehicle Management spot checks and vehicle maintenance as needed; if applicable
- o Communication as dictated by SYNMP Program Manager needs including weekly conference calls with SYNMP, vendors, sponsorship representatives, other field staff, and/or clients
- o Alerting SYNMP of any issues that could affect the health or success of event(s) and/or program(s)
- o Additional duties may be assigned per market and per program/event basis



- Assist in working with Field Coordinators/Event Managers in managing program/event closeout based on outlined program requirements defined by your SYNMP Program Manager
- Travel to other markets for activation quality control as needed
- Contribute to a positive team dynamic and overall program and agency culture

REQUIREMENTS

- Proven track record of successful onsite program/event management required
- Bachelor's degree in Marketing, Communications, Business Management or related field preferred
- Must be 21 or older, have own form of reliable transportation and communication (working email and cell phone)
- Management potential and a strong desire to succeed in a marketing agency setting
- Polished, professional demeanor and previous client-facing experience
- Superior verbal, written, interpersonal and analytical skills; ability to present in a knowledgeable confident manner in planned and impromptu situations
- Must be able to lift 50+ lbs.
- Excellent relationship building and maintenance skills with both internal and external clients
- Travel Required (50%) within region