

# Marketing & Sales Track Lead

Reports to Head of Programming

## About Startup Boston

Startup Boston is an organization working to connect, educate and celebrate the startup community. We are an all-volunteer team creating events and content *for* the startup community *by* the startup community.

## Job Overview

The Marketing & Sales Track Lead is a dynamic, external-facing role on the Programming team that recruits potential speakers for the marketing & sales tracks for Startup Boston Week. The ideal candidate enjoys networking online and offline, and can articulately deliver the value proposition of *why* people should donate their time to Startup Boston as opposed to another organization.

This candidate will also be creating the events for the Marketing & Sales Track. You will decide the subject matter, the format of the event, and brainstorm potential questions that can be tackled by each speaker. This is a highly collaborative role both internally and externally, and you should enjoy collaborating with others on deliverables.

As a critical member of the Programming team, the Marketing & Sales Track Lead is a volunteer role that provides experiences similar to a Learning and Development Specialist, Recruiter, or Event Specialist..

## Responsibilities and Duties

- Recruits, trains, and manages virtual and in-person speakers for Startup Boston Week.
- Serves as point-of-contact for Startup Boston Week Speakers
- Determines the subject matter, event format, and brainstorms potential questions for speakers. Use your imagination and be creative!
- Acts as a culture ambassador, positively promotes the organization both online and offline
- Supports Startup Boston volunteer team with additional projects as needed

## Qualifications

- Time commitment of 3 to 5 hours per week to focus on organization deliverables
- 1-2 years of event planning experience, large scale hybrid events a plus
- Outgoing and personable. You'll be publicly representing the organization to potential speakers and articulating *why* they should donate their time to Startup Boston Week
- Problem solver with a bias towards action
- Ideal candidates can be physically available to be onsite at some point during Startup Boston Week