



## Senior Event Marketing Manager (f/d/m)

### Berlin or Munich

We're seeking an experienced Event Marketing Professional to join IDnow and lead our events program. You'll collaborate across teams to create captivating events that bring our brand to life and expand our global reach.

Your main responsibility will be to efficiently manage events within timelines and budgets while measuring ROI. You'll work closely with various teams to ensure our events reflect IDnow's brand values and support our objectives.

If you're passionate about creating positive attendee experiences, analyzing data, and refining event details, we want to hear from you!

At IDnow, we foster an inclusive work environment and welcome candidates from diverse backgrounds.

### Role & Responsibilities

- Manage end-to-end event production: set objectives, liaise with stakeholders, oversee vendors, support speakers, and provide post-event reports.
- Innovate new event ideas, formats, and processes while maintaining consistency and creativity.
- Create detailed briefing documents for internal and external stakeholders, including operational plans, project outlines, and budget details.

### We Offer

- **Health & Wellbeing:** Use your full access to Nilo.Health, including 1on1 sessions
- **We value personal and professional development:** make full use of the training Platform Udemy!
- A supportive feedback-based culture where **respect and**

- Develop event messaging and collateral in alignment with sales and product teams, crafting content for various channels.
- Oversee event operations, including attendance management, supplier coordination, and issue resolution.
- Conduct post-event evaluations, including debrief sessions, lead capture, and report generation.
- Maintain event team equipment and stock levels.

**integrity** guide us in what we do

- **We make your remote work comfy:** we provide support on equipment and offer flexible working hours
- **Corporate benefits**
- **Payed special leave days**
- **Company pension (Germany)**

## Experiences & Qualifications

- Minimum 8 years of experience in planning, executing, and reporting on diverse third-party and/or hosted events within Identity, RegTech, SaaS, or tech sectors.
- Proven ability to align stakeholders from multiple teams and countries to develop strategies, meet deadlines, and track metrics for various events such as trade shows, conferences, roundtables, dinners, etc.
- Experience in analyzing data from customer databases like Salesforce and HubSpot to ensure proper documentation of results and optimize spending for expected ROI.
- Strong commitment to detail, organizational skills, and ability to adapt to dynamic environments.
- Excellent communication, problem-solving skills, and proficiency in Microsoft Office applications (PowerPoint, Word, Excel).
- Willingness to adjust work hours for event schedules, including early mornings, evenings, weekends, and travel.
- Full professional proficiency in English and German languages is essential.

It's not expected that any single candidate would have expertise across all of these areas—we're looking for candidates that are particularly strong in a few areas, and have some interest and capabilities in others.

IDnow applies the principles of non-discrimination and equality: We strive to establish, maintain, and promote an open and inclusive recruitment process and working environment by respecting the principles of equal opportunities. Including but not limited to: sex, race or ethnic origin, religion or convictions, gender identity, citizenship, marital status, disability, age, or sexual orientation.

### Challenge accepted?

Then I'm looking forward to hearing from you!

**Apply Now!**

## Contact

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