

Marketing Events Planner



Reports to the Director, Marketing/Marketing (1035)



Non-Exempt/Rockford, IL (Hybrid)

About SupplyCore:

SupplyCore is a Certified Small Business federal contractor to the Department of Defense (DoD) and General Services Administration (GSA). We prioritize supporting our military, allies, and government customers worldwide. In partnership with our expansive supply chain, we provide products and services that enable our customers to complete their missions and sustain readiness anywhere.

To learn more, visit here [One Company. One Mission. - SupplyCore Inc.](#)

Job Summary:

You will contribute to the trade show and event efforts and objectives of SupplyCore. Collaborating with internal and external stakeholders, you will assist in shaping events, executing event strategies, and building brand equity to help drive company growth and sales. Highly motivated and organized, you will also monitor, track, and measure event expenses, metrics, and lessons learned to optimize event strategies for the future.

Key Deliverables and Responsibilities:

- Assist in managing and executing comprehensive event plans, including goals, timelines, and logistics for trade shows and company-sponsored events.
- Organize, track, and help maintain exhibit and event asset inventories (both in-house and through third-party vendors) to ensure our equipment and resources meet our needs and support our event schedule. Prepare and schedule shipments of materials and equipment to and from SupplyCore HQ to support event logistics and other needs.
- Monitor, track, and report on event expenses to help ensure cost effectiveness and adherence to financial guidelines as well as event budgets.
- Conduct post-event evaluations to help assess the success and outcomes of events and gather feedback. Utilize this data and lessons learned to help improve future events.
- Collaborate with all event stakeholders. Work and communicate with event vendors, suppliers, and contractors for event-related services and support. Maintain regular communication with internal stakeholders to understand and facilitate event requirements and expectations. Schedule and coordinate planning meetings as well as create supporting documentation to facilitate progress and meet goals.
- Help identify potential risks and develop contingency plans to address issues that may arise during events. Ensure compliance with all relevant regulations and permits.

SupplyCore is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status, age or any other federally protected class.



- Collaborate with Marketing, Sales, and Supplier Relations team members to support event marketing and lead generation strategies.
- Maintain up-to-date knowledge of industry best practices, trends, and emerging technologies.
- Travel to in-person events whenever necessary and provide on-site support.

Qualifications & Skills:

- Bachelor's degree in event management, hospitality, business, or a related field; related combination of education and experience required.
- 1-2 years of experience in event planning and management with a track record of successfully executed events.
- Professional verbal and written communication skills. Must be comfortable communicating through multiple channels via email, online messaging, phone, and in person Events.
- Highly meticulous and organized to execute multiple projects at once, adhering to specific deadlines.
- Team player who thrives in a highly collaborative work environment. Willingness to provide support to others.
- PC Proficiency in Microsoft Suite Products (Word, Excel, PowerPoint, Access, etc.)
- Knowledge of event technology and software tools and platforms preferred.
- Basic graphic design experience (proficiency with Canva and/or Adobe Creative Cloud) a plus.
- Possess mobility to perform physical work including lift, carry, push, and pull materials up to 50 lbs. Ability to maneuver large, cumbersome equipment.
- Ability to travel by plane and car to specific trade show or marketing related events as required (approximately 15-20% travel).

What we offer: We care about our associates and strive to provide the most up to date benefits from day one.

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| • 3 weeks of PTO with a generous accrual policy | • Wellness Program |
| • 14 company paid annual Holidays | • Employee Assistance Program (EAP) |
| • Flexible Work Life Balance | • Nationwide Medical, Dental, Vision, & FSA |
| • Casual Work Environment | • Optional Additional Life Insurance |
| • Progressive Associate Recognition Program | • Short- & Long-Term Disability |
| • Company Provided Professional development | • Annual social and community events |
| • Annual Education Assistance Program | • Company provided PC and office supplies |
| • 401K with bi-weekly Safe Harbor contributions | • On-site Free Parking [Hybrid/ In-person] |

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Company Confidential