



International Association of Fire Chiefs

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TITLE OF POSITION:	Events Marketing & Communications Manager
POSITION TYPE:	Hybrid
DEPARTMENT OR OFFICE:	Marketing & Communications
SUPERVISOR'S TITLE:	Director, Marketing & Communications
FLSA STATUS:	Full-time Exempt

Company Description

The International Association of Fire Chiefs (IAFC) has represented the leadership of over 1.2 million firefighters and emergency responders since 1873. IAFC members are globally recognized leaders in firefighting, emergency medical services, terrorism response, hazardous materials management, disaster recovery, and public safety legislation. The organization's mission is to provide leadership, education, resources, and representation to empower emergency service professionals worldwide. IAFC fosters innovation, collaboration, and professionalism within the emergency response community.

Job Summary:

The Marketing & Communications Manager is responsible to oversee the full lifecycle of marketing and communications required for events across five (5) annual meetings ranging from 300–1,000 attendees, as well as Fire-Rescue International (FRI), IAFC's flagship annual conference with 5,000+ attendees, exhibitors, and sponsors. Includes emails, e-newsletters, social media, retargeting, video, web, advertising, press release, and others. This position will have significant interaction with colleagues and will be expected to manage multiple campaigns and efforts simultaneously. Travel will be required, 25% to be on-site for events.

Key Responsibilities

Campaign, Conferences and Event Management

- Develop and assist in the planning, scheduling, execution, and coordination of marketing campaigns, including email, social media, content creation, writing, posts, creating graphics, promotions, and events.
- Assist with planning and execution of events, conferences, and community outreach activities.
- Drive attendance and revenue for each conference and event

Email Management

- Schedule, layout, deploy, and track all outbound e-marketing communications.
- Coordinate email copy, art, list requirements, and a/b testing.



- Conduct all email quality assurance checks to ensure all email meets organizational expectations.
- Manage email, calendar, and prioritization.
- Aggregate content for e-newsletters

Social Media Management

- Manage social media accounts, including content scheduling, posting, and monitoring engagement.
- Implement social media strategies to enhance brand visibility and engagement.

Content Creation

- Create, co-create, and develop compelling content for various platforms, such as social media, websites, press release, promotional materials, and e-newsletters.
- Collaborate with cross-functional team such as Business Development, Membership, Wildfire Programs, and Conferences & Events

Data Analysis

- Track marketing campaign performance, analyzing data, generate reports for future strategies based on social media platforms and email performance with commentary on stats and recommendations.
- Prepare reports and presentations to summarize key findings and make data-driven recommendations.

Brand & Market Research

- Maintain consistent brand messaging and ensure adherence to brand guidelines.
- Layout, test, and deploy post-conference surveys and member needs assessment surveys.

Digital Marketing Support

- Supports digital marketing efforts including paid social media campaigns, retargeting, marketing automation, and video.
 - Assist in maintaining the digital marketing folders organized.
 - Performs other duties as assigned
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Qualifications

Required Qualifications

- Bachelor's degree or equivalent professional experience in Corporate, Conferences & Events management, technology, or a related field.



- Minimum **5+ years of experience** managing marketing communications, event attendance and revenue, or attendee experience platforms in a high-volume event environment.
- Proven experience supporting multiple events simultaneously, including large-scale conferences.
- Strong technical aptitude with the ability to quickly learn and manage new platforms and tools.
- Experience with event technology platforms such as Salesforce, Fonteva, Swoogo, Cadmium, or similar systems.
- Proficient in all social media platforms such as LinkedIn, Facebook, X, Instagram, and more.
- Advanced proficiency in Microsoft Excel, including reporting and data analysis.
- Demonstrated ability to turn data into actionable insights and recommendations.
- Excellent written, verbal, and customer service communication skills.
- Strong attention to detail, organization, and project management skills.
- Ability to travel and provide hands-on onsite event support.

Preferred Qualifications

- Experience working with associations or nonprofit organizations.
- Familiarity with housing providers and registration–housing integrations.
- Experience supporting exhibitor and sponsoring technology solutions.
- Ability to communicate technical concepts clearly to non-technical stakeholders.
- Proven ability to manage vendors, timelines, and competing priorities in a fast-paced environment.

Working Conditions

- This position may be based at IAFC offices with hybrid flexibility as approved.
- Standard business hours with additional hours required during peak planning periods and onsite events.
- Travel is required to support IAFC events, including FRI and other conferences.
- Ability to stand for extended periods and lift light to moderate equipment when onsite.

Why Join IAFC

IAFC offers the opportunity to support mission-driven events that serve the fire and emergency services community. This role plays a critical part in delivering professional, high-impact experiences for IAFC members, partners, and stakeholders across the globe.

Please apply on LinkedIn at <https://www.linkedin.com/jobs/view/4375105667/>