

Intuit is the global leader in financial management software. We are pioneering the shift to cloud computing for consumers, small businesses and those that serve them. We are rethinking how we can impact customer's financial lives so profoundly they would never go back to the old way. Our goal is to be the global innovation incubator for Intuit while being operationally excellent. Our efforts to give back to the community, attract great leadership, and invest in our employees has resulted in us consistently placing in the top 10 Great Places to Work in Canada.

Come join Intuit's Canadian Marketing Team as an **Event Coordinator**, on a 12-month contract.

We have a reputation for being innovative, bold and passionate. We're looking for an experienced event coordinator to assist with the management of end-to-end national and regional events targeted to accountants and bookkeepers and small business owners. The candidate will assist with the execution of an events program focused on acquiring and nurturing qualified prospect leads for Intuit's sales organization, nurturing those leads to maturity and introducing thousands of qualified accountants and bookkeepers nationwide to the QuickBooks Online Accountant ecosystem and supporting small business growth.

What You'll Do:

- Assist with the execution of both our external in-person and digital event strategy event strategy that positions and supports Intuit QuickBooks as market leader
- Assist with the planning and execution of Intuit-hosted virtual accountant and bookkeeper events, association sponsorships, regional sales events and more
- Work cross-functionally in collaboration with our sales, customer success and product teams and/or other stakeholders to develop memorable, unique client events and experiences (in-person and virtual)
- Assist with pre-event briefings and post-event debriefs with sales and other internal teams.
- Webinar coordination including driving event registration, planning meetings, rehearsals, prep sessions, creation of run sheets, liaison with webcast providers, technical and live webcast support
- Collaborating with all internal departments to ensure that digital marketing material/ content copy is submitted, produced, proofed and delivered according to set schedule.
- Sourcing, negotiating, coordinating and maintaining strong relationships with suppliers and venues
- Track data on overall event objectives and impact (ROI), attendance/traffic, qualified leads and post-event conversion from the sales team.
- Responsible for recruiting employee participation and staffing at events.
- Knowledge of technology platforms and tools for events and/or the ability to learn new software for web conferencing (eg. Zoom, Swoogo, etc)
- Keeping up to date on industry trends with an eye for implementing new ideas/experiences and improving the event management process
- Help shape the Intuit and QuickBooks brand in Canada.

What You'll Need:

- Bachelor's degree
- 3-4 years' experience with events coordination (especially virtual and/or hybrid) and marketing
- ability to learn new software or experience with web conferencing (Zoom)
- Experience in SaaS, technology, accounting or SMB preferred
- Exceptional oral and written communicator
- Ability to manage changing priorities in a high-pressure environment
- Willingness to travel (25% - post pandemic) and work collaboratively and autonomously
- Forward-thinking attitude and ability to effectively and quickly make decisions when unforeseen situations arise

- Logistics and detail-oriented mindset
- Comfortable rolling up your sleeves and doing the work yourself
- Well-honed time management skills

Intuit is expanding its social, mobile, and global footprint with a full suite of products and services that are revolutionizing the industry. Utilizing design for delight and lean startup methodologies, our entrepreneurial employees have brought more than 250 innovations to market – from QuickBooks®, Quicken®, and TurboTax®, to GoPayment, Mint.com, big data, cloud (SaaS, PaaS) and mobile apps. The breadth and depth of these customer-driven innovations mean limitless opportunities for you to turn your ingenious ideas into reality at Intuit.

Discover what it's like to be part of a team that rewards taking risks and trying new things. It's time to love what you do! Check out all of our career opportunities at: jobs.intuit.com. EOE AA M/F/Vet/Disability.

For more info on the role, please email Rachel.Klar@intuit.com.