

# Marketing Event Representative

## Role Overview

The Marketing Event Representative plays a key role in representing Physio Room at community events, health fairs, athletic competitions, and local races. This role focuses on connecting with potential clients, sharing our mission, and generating leads through authentic conversations, outreach, and memorable event experiences.

## Key Responsibilities

- **Event Representation:** Act as the Physio Room ambassador at community events, races, expos, gyms, and local businesses.
- **Brand Awareness:** Communicate our services, membership options, and values in a clear, approachable, and professional way.
- **Lead Generation:** Collect and potential client information through raffles, sign-ups, or on-site promotions.
- **Event Setup & Breakdown:** Booth setup, tear-down, signage, and marketing materials to create a professional presence.
- **Marketing Support:** Collaborate with the Marketing Director to execute campaigns, promotions, and outreach strategies tied to events.
- **Feedback & Reporting:** Provide post-event summaries, including leads captured, connections made, and recommendations for future events.

## Qualifications

- Outgoing, approachable, and comfortable engaging with people in a variety of settings.
- Excellent verbal communication and interpersonal skills.
- Organized, dependable, and proactive with follow-up tasks.
- Passionate about health, fitness, wellness, or physical therapy.
- Previous experience in marketing, events, or sales is a plus (not required).
- Ability to lift up to 35 lbs (event materials/equipment).
- Weekend and evening availability as events require.

## Ideal Characteristics

- **People-Oriented:** Enjoys conversation and thrives in social environments.
- **Energetic & Positive:** Brings enthusiasm and confidence to every interaction.
- **Mission-Driven:** Believes in the value of physical therapy and helping others live healthier lives.
- **Team Player:** Works collaboratively with the marketing team and clinic staff.
- **Self-Starter:** Takes initiative to connect with people and represent the brand well.

## Compensation & Benefits

- Hourly pay plus potential performance-based incentives (lead generation/clinic conversions).
- Flexible schedule (event-based).
- Opportunity to grow within the marketing or operations team at Physio Room.
- Free/discounted services at Physio Room clinics.