

Associate Director of Marketing Events

Marketing Department

Summary:

We are seeking a strategic and highly experienced marketing events leader to oversee the planning, and production of a sophisticated portfolio of client-facing and firm-sponsored events. The Associate Director of Marketing Events is responsible for elevating the firm's events program to a strategic, insight-driven function that directly supports business development, client engagement, and firm priorities. This position has high visibility within the firm, and significant interaction with senior lawyers and external partners.

The Associate Director of Marketing Events partners with global marketing and business development leadership, practice and industry leaders, and other key stakeholders to shape event strategy, establish standards and best practices, and ensure alignment with broader firm initiatives. Day-to-day event production and team management are handled in conjunction with the Senior Marketing Events Manager, with the Associate Director balancing strategic leadership with active involvement in execution as needed. Hands-on planning and execution of select events will be required.

This role requires comfort operating across in-person, virtual, and hybrid environments.

Key responsibilities include event strategy and planning, development of event analytics and reporting, frameworks, training and professional development for the events team and internal stakeholders, and continuous improvement of event processes and tools. The Associate Director represents the events function to firm and marketing department leadership, and plays a central role in integrating events into business development plans and client growth strategies.

[Apply](#)

Duties and Responsibilities:

- Provide strategic leadership for the firm's global marketing events program, ensuring alignment with business development goals, client engagement priorities, and firm initiatives.
- Facilitate "Go / No Go" assessments to evaluate strategic value, audience relevance, cost considerations, and anticipated outcomes of proposed events.
- Calculate and report on return on investment and return on objectives, and provide insights to inform future strategy and decision-making.
- Lead the marketing events team including setting service standards, supporting professional growth and development, and managing team workload balance, resourcing, and sustainability.
- Provide training, guidance, and tools to business development staff and other firm colleagues to reinforce event service standards and best practices, helping maintain a high level of quality regardless of direct events team involvement.
- Oversee budget development and management for events, including forecasting, monitoring spend, and post-event reconciliation.
- Own and manage key vendor relationships, including event technology platforms such as ON24, dining services, and other strategic event partners.
- Collaborate with communications and digital marketing teams to create content strategies that amplify events before and after execution, leveraging video, social media, and multi-channel distribution to extend impact.
- Refine, develop, and optimize event-related processes within Salesforce and Account Engagement to improve efficiency, data quality, reporting, and integration with broader marketing and business development efforts.

Qualifications:

- Bachelor's degree required.
- Eight or more years of progressive experience in event planning, marketing, business development, or related roles, with responsibility for increasingly complex, high-visibility programs.
- Demonstrated experience producing sophisticated corporate events,. Prior experience in a law firm or professional services environment strongly preferred.
- Proven ability to operate at both strategic and executional levels, balancing leadership, oversight, and hands-on involvement as needed to deliver high-quality outcomes.
- Experience leading, mentoring, or overseeing event teams, including establishing service standards, supporting professional development, and managing workload and resources.
- Strong service orientation and executive presence, with the ability to partner effectively with lawyers, senior leaders, staff, and external vendors at all levels.
- Ability to manage multiple competing priorities, apply sound judgment, adapt quickly to changing circumstances, and remain calm under pressure.
- Excellent organizational skills with a high level of attention to detail, accuracy, and accountability.
- Strong written and verbal communication skills, including the ability to advise stakeholders, drive alignment, and represent the events function in leadership discussions.
- Experience with event technology platforms, CRM systems, and email marketing or event invitation tools.
- Demonstrated comfort using data, analytics, and feedback to evaluate event performance, inform planning, and

Duties and Responsibilities (continued)

- Monitor industry trends and best practices to inform continuous improvement of the firm's events program.
- Identify opportunities to incorporate innovation, including AI-enabled tools and emerging technologies, to enhance event planning, execution, measurement, and stakeholder experience.
- Perform other duties as assigned by Firm management.
- Uphold high standards of confidentiality, discretion, and integrity, particularly with respect to all sensitive and/or confidential firm and client information to which this position will have access.

Status: Exempt

Reports To: Senior Director of Business Development

Workplace Type: Hybrid (Washington, DC)

Salary range is \$180,000 – \$225,000 depending on candidate experience and location.

Candidates hired for staff positions with a minimum work schedule of 30 hours per week are eligible for a comprehensive benefits package, including healthcare insurance. Learn more about benefits at Covington.

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contribute to discussions around return on investment and return on objectives.

Qualifications (continued)

- Interest in innovation and continuous improvement, including experience evaluating or implementing new tools, technologies, or AI-enabled solutions to enhance event strategy, execution, or measurement.
- Willingness and flexibility to work outside standard business hours during peak periods or for specific events, including early mornings, evenings, and/or occasional travel.

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