

INTERNATIONAL CONFERENCE SERVICES LTD. (ICS)

JOB TITLE: Digital Project Manager

TERM: 40 hours a week; M - F, 8:30 a.m. - 5:30 p.m. (Flex-time)

LOCATION: 300 - 1201 West Pender Street, Vancouver, BC

CONTACT: Email: joinus@goldlearning.com

SUMMARY:

Are you looking for a company that is growing as fast as you are? We are currently looking for a multi-faceted individual to assist in the management & execution of our digital services. As the Digital Project Manager, you will play an integral role with the lead up to our events and work closely with our Conference Managers, Director of Marketing & other team members in order to create real results.

A leader in the Canadian market and a highly respected player at an international level, International Conference Services Ltd. (ICS), is a Professional Conference Organizer that works with national and international associations, corporations and high-level individuals to host meetings, events & tradeshows.

ICS has a partner company, WebCoast Events Inc., which is responsible for the management and execution of all ICS Digital & Virtual Initiatives (Ex: Event Apps, Graphic Design, Website Design, Online Marketing, Virtual Libraries) and acts in a supplier role to ICS. Though officially hired under the ICS brand, you will primarily perform your work on behalf of WebCoast.

RESPONSIBILITIES:

- Project Management
 - Organize & track project requests, budgets & expenses
 - Provide Analytics, ROI reports for Marketing Campaigns
- Web Development - *Major builds will be performed through developers*
 - Design website & email mock-ups for both desktop & mobile design
 - Setup & Maintain WordPress based websites & plugins (Minimal coding required)
 - Technical maintenance & HTML/CSS updates
- Graphic Design
 - Logo Design: Create branding for conferences & events
 - Design and create effective marketing pieces including web banners, animated GIFs, Rich Media Ads, print catalogues, flyers, advertisements in magazines, product knowledge info sheets, brochures, booklets, promotional items, sell sheets, posters, etc.

REQUIREMENTS & SKILLS:

Education & Competencies: *These items are a 'must'*

- A post-secondary Degree/Diploma with 3+ years related work experience preferred
- Ability to demonstrate a strong ability to manage multiple projects and clients at the same time
- Excellent English language / grammar skills, written & oral
- Strong understanding of marketing fundamentals: copy, design, branding, target markets & CTA's
- Sales/Click Funnels strategy for websites, emails and other design pieces
- Strong attention to detail and proven problem solving, communication & organizational skills

Software: *You have strong knowledge of the following items*

- Project Tracking/Management Software
- WordPress Content Management System
- HTML5, & CSS3
- Adobe Creative Suite - Specifically Photoshop, Illustrator & InDesign
- Social Media Platforms (Facebook, Twitter, LinkedIn, YouTube)
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Google Drive/Docs
- Google Analytics & campaign tracking

Experience with the following: *Nice to haves*

- Google Adwords, Bing Ads platforms
- Interest in life sciences (Biology, Medicine) as the majority of our events are medical based
- Experience with Joomla Content Management Software
- Email Marketing

APPLY NOW!

To apply for the position, please email your resume, a cover letter, a PDF/Web portfolio of your past work (Web Design, Web & Print Design, Online Advertising, etc.) and anything else that will impress us to joinus@goldlearning.com