

## INTERNATIONAL CONFERENCE SERVICES LTD. (ICS)

**JOB TITLE:** Digital Project Manager

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**TERM:** Full-time, 40 hours a week; M-F, 9 am - 6 pm (Flex-time possible)

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

**REPORTS TO:** Director of Marketing & Online Development

**CONTACT:** Email: [careers@icsevents.com](mailto:careers@icsevents.com)

**COMPENSATION:** Annual salary in bi-monthly installments. Comprehensive medical benefits after 3 month probation period. Paid vacation. Annual bonus program. Gym Membership.

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### SUMMARY:

Are you looking for a company that is growing as fast as you are? We are currently looking for a multi-facetted 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 (DOM) & 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 & tradeshow.

ICS owns 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. WebCoast in turn owns a company called 'Global Online Learning Discussion' (GOLD) which offers distance learning through webinars & online conferences. You will primarily perform your work on behalf of WebCoast and GOLD.

### RESPONSIBILITIES:

- Project Management
  - Organize & track project requests, budgets & expenses
  - Provide Analytics, ROI reports for Marketing Campaigns
- 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.
- Web Design & Management - *Major builds will be performed through developers*
  - Wireframe & UI Design
  - HTML/CSS updates, Wordpress (CMS) Management

- Online Marketing
  - Working with the DOM, setup & Manage online advertising campaigns for Google Adwords, Retargeting Platforms, Facebook Ads, Twitter Ads, LinkedIn Ads and perform other digital marketing initiatives.
  - Email Marketing Template Setup
  - Monitor effectiveness and report results for campaigns.

## REQUIREMENTS & SKILLS:

### Education & Competencies:

- A post-secondary Degree/Diploma in a relatable field
- 3+ years related work experience preferred (Web / Print Design)
- Strong understanding of marketing fundamentals: copy, design, branding & target markets
- Sales/Click Funnels strategy for websites, emails and other design pieces
- Excellent English language / grammar skills, written & oral
- Strong attention to detail and proven problem solving, communication & organizational skills
- Comfortable with managing multiple projects at the same time
- Interest in life sciences (Biology, Medicine) - the majority of our events are medical based

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

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

### Preferred: Any experience with the following:

- Google Adwords, Bing Ads platforms
- Ability to understand basic PHP calls
- Wordpress / Joomla Content Management Softwares

## APPLY NOW!

To apply for the position, please email a **Cover Letter**, **Resume** and a **PDF/Web portfolio** of your work (Web Design, Web & Print Design, Online Advertising, etc.) and anything else that will impress us to [careers@icsevents.com](mailto:careers@icsevents.com) to the attention of Andrew Dergousoff.