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## **The Position – TRADESHOW COORDINATOR**

### **The Office**

International Conference Services Ltd.

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### **Summary**

The Tradeshow Coordinator will work directly with the Tradeshow Manager on the planning and execution of ECF tradeshows, the Education and Career Fair (ECF) Management Inc. A wholly-owned subsidiary of International Conference Services Ltd., ECF currently visits five communities in B.C. with a focus on connecting students and exhibiting career experts that provide opportunities to study, work and volunteer locally or abroad.

The Tradeshow Coordinator will also support conference logistics and client management where necessary and will play an integral role in working with Tradeshow and Conference Managers in executing strategic marketing campaigns and initiatives.

The ideal candidate has a passion for education and experience working within the sector as well as business acumen, an operations mindset and attention to detail. This position is suited to a team-oriented professional who is self-motivated, efficient and confident.

### **Responsibilities (Other duties may be assigned)**

#### **Client Management**

- Manage relationships between existing ECF or conference attendee stakeholder groups, updating contact information and leading communications on all relevant events
- Active prospecting for new relevant and viable ECF or conference attendee groups
- Follow up with clients and suppliers to debrief and thank them

#### **Marketing**

- Contribute to the ECF and conference marketing strategies including sourcing new avenues to promote the events
- Set up and manage email marketing campaigns
- Manage website & social media profiles (Facebook, Twitter, LinkedIn)
- Coordinate design requirements through our Graphics Department

### Logistics

- Collaborate with tradeshow or conference attendee groups to coordinate transportation needs, arrival times and venue space availability
- Assist with all on-site logistics including but not limited to, exhibitor move in & move out, attendee arrivals
- Coordinate exhibitor and sponsor registration following sales contract
- System and database management
- Prepare delegate kits and packages
- Maintain a key presence on-site for troubleshooting, problem-solving, facility liaison
- Assist in the management of speaker scheduling, abstracts (conferences) and onsite speaker management
- Assists Tradeshow Manager to prepare the project timeline to ensure it does not interfere or conflict with commitments you have with other conferences

### Staff and Volunteer Management

- Coordinate a pool of excellent on-site staff and volunteers
- Contacts on-site staff and checks for availability, books and checks their hours while managing invoicing
- Leads training/briefing on-site staff/volunteers before an event
- Produce briefing notes and distributes to staff and management
- Prepare a timeline of various duties for on-site staff

### Skills & Attributes

#### QUALIFICATION REQUIREMENTS:

- An event management or marketing degree/diploma with 1-2 years of tradeshow or conference planning experience is preferred. An equivalent combination of education and experience will be considered

- Experience working in the education field or a demonstrated interest in supporting the educational career goals of people at all stages of their professional life is required. Any experience working or volunteering with high school students is an asset
- A proactive, rational, yet energized professional with multi-tasking performance skills,-who is well organized and possesses strong time management skills to work within established timelines
- An experienced researcher who can make strong recommendations towards business strategies to improve the overall effectiveness
- Ability to read and comprehend instructions, correspondence and memos. Ability to clearly write business correspondence
- Ability to effectively present information in one-to-one and small group situations
- Ability to solve practical problems and deal with a variety of variables in situations where only limited standardization exists
- This position is suited to a self-motivated, professional person who can confidently work with a variety of people from different cultures and backgrounds. Diplomacy, tact and a sense of humour are important to the success of this person
- Excellent knowledge of a variety of software packages. Microsoft word and excel are a must. Experience with Adobe Creative Suite, Social Media tools and housing registration systems is an asset.
- The requirements are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## What's next?

Please send your resume and cover letter to [careers@icsevents.com](mailto:careers@icsevents.com).

