



We are looking for someone to join our event team and help us develop and communicate compelling and exciting online & offline marketing strategies for our conferences. This role is geared towards someone who is excited to work alongside our company's conference management team and help them grow the attendee base for our various events as well as raise awareness of the important global issues our clients and conferences represent.

As an Event Marketing Manager, you will be responsible for establishing a comprehensive understanding of our client's demographics & event promotion objectives, creating offline/online marketing strategies, overseeing the implementation of the marketing plan, working closely with the Director of Marketing and overseeing a talented team of marketing coordinators and junior managers in order to implement procedures and provide guidance on best practices.

A key applicant will demonstrate exceptional organizational, creative, visual, written and oral communication skills with high attention to detail. They will be able to showcase their understanding of marketing fundamentals as well as present a portfolio of past campaigns & marketing plans. This will be a full-time position within our Vancouver office.

The Position **Event Marketing Manager**

Level **Experienced**

The Office

International Conference Services Ltd.
300 – 1201 West Pender Street
Vancouver, BC V6E 2V2
Phone: +1 604 681 2153
email: careers@icsevents.com
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The Office Culture

We take pride in our people as well as our work and are committed to our company's success. We trust, support and empower each other in order to be accountable to each member of our team. We are committed to honest but constructive dialogue with all stakeholders. We have the ability to work independently within an evolving framework. We are passionate about providing exceptional service and solutions to our clients.

We are professional and preppy dressers. We work in a fun and engaging environment where you are not always tied to your desk. Grab your laptop and work from the stand-up bar or grab a bean bag chair with your latte and get comfy. We gather for and participate in daily huddles, team building entertainment, themed potlucks, and out of office activities including yearly retreats. It's "*the office*" re-imagined.

Responsibilities

- Work directly with our Conference Team (and possibly clients) in order to develop a clear understanding of our client's industry, demographics, event objectives, USPs and timelines.
- Develop a comprehensive event marketing plan & communications strategy under the supervision of our Director of Marketing.
- Brief & oversee the implementation of the marketing plan by the assigned Marketing Coordinator.
- Assist in the development & implementation of best practices & procedures.
- Create client reports and presentations when applicable.

Qualification Requirements

Experience in the following areas are mandatory for this position:

- Marketing Strategy & Communication Plan Development
- Social Media Marketing (Facebook, Twitter, LinkedIn, Instagram)
- Email Marketing
- Online Marketing
- Offline Marketing (Print, PR, Tradeshow, etc.)
- Google Analytics, Conversion Tracking & Reporting
- Search Engine Optimization & Search Engine Marketing
- Lead Generation
- Engagement / Experiential Marketing
- Marketing Automation Tools (ex. Drip campaigns)
- Project, Team & Client Management
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Website Content Development and Optimization

Additional Experience in the following areas would be an asset but not essential:

- WordPress CMS Management & External Plugins
- Project Management Software
- Past Event Marketing Experience
- Event Apps / Mobile Apps

Skills & Attributes

- Marketing Degree or Diploma preferred. 5+ years related work experience.
- Strong understanding of branding, marketing communication fundamentals.
- An eye for clean & engaging design / user experience.
- Creative, innovative and can think outside of the box.
- Ability to work independently and to be self-motivated.
- Extremely detail oriented and very well organized.
- Strong business English & creative writing skills.
- Professional communication skills and confident in interacting with clients.
- Ability to multitask and work effectively in a team environment with creative personalities, changing priorities, fluctuating pressures and significant deadlines.
- Proven track record of developing informative, relevant, high quality content that drives engagement and conversions.
- Educational background or experience directly related to the scientific or medical industry (not required)
- Exceptional time management skills.
- At times, flexible hours may be required.

What's Next?

Please send your resume and cover letter to careers@icsevents.com. **All applications should include a marketing portfolio that include examples/case studies of the campaigns you've personally set up or managed. In addition, please provide any marketing plans that you would have created. You will be asked to outline what your specific role in the development and execution of the projects presented.**

