



Are we looking for you? Or are you looking for us? We are looking for...

The Position - Event Marketing Manager - Permanent

Location: Vancouver

Office: Our staff are currently working remotely

Email: careers@icsevents.com

Website: www.icsevents.com

The Office Culture

We take pride in our people and our work. We are committed to our company's success. We trust, support and empower each other to be accountable to each member of our team. We are committed to honest but constructive dialogue with all stakeholders. We can work independently within an evolving framework. We are passionate about providing exceptional service and solutions to our clients. We work in a fun and engaging environment. We gather for and participate in daily huddles and team building entertainment (virtual right now, of course).

Become one of us because we are "connecting people to facilitate change in the world."

Summary

We are looking for an Event Marketing Manager to join our team. The successful candidate will be vital in developing compelling and exciting online & offline marketing strategies for our conferences (virtual, hybrid and live).

Are you excited to work alongside our company's conference management team to help them grow attendance for our events and raise awareness of the critical global issues our conferences represent?

As a marketing communications manager, you will be responsible for:

- Establishing a comprehensive understanding of our client's demographics & event promotion objectives,
- Creating off and online marketing strategies,
- Developing and overseeing the implementation of the marketing plan by working closely with the director of marketing,
- Managing a talented team of marketing coordinators and junior managers to implement procedures and provide guidance on best practices,
- Create client reports and presentations.

Knowledge, Skills, Abilities, and Interests

- Exceptional organizational, creative, visual, written and oral communication skills with great attention to detail.
- Ability to showcase your understanding of marketing fundamentals and present a portfolio of past campaigns & marketing plans.
- Proven track record of developing informative, relevant, high-quality content that drives engagement
- Strong understanding of branding and marketing communication fundamentals
- An eye for clean & engaging design/user experience
- Ability to work independently and to be self-motivated
- Ability to multitask and work effectively in a team environment with creative personalities, changing priorities, fluctuating pressures, and significant deadlines

- Educational background or experience directly related to the scientific or medical industry (not required)

Education and Experience

- 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
- Marketing Automation Tools (ex. Drip campaigns)
- Project, Team & Client Management
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Creative Writing
- Website Content Development and Optimization
- Additional Experience in the following areas would be an asset but not essential: Creative/Visual Design, WordPress CMS Management & External Plugins, Project Management Software, Past Event Marketing Experience, Event Apps / Mobile Apps
- Marketing Degree or Diploma preferred

What's next?

Please send your resume and cover letter to careers@icsevents.com.

