



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

## **We are Recruiting! – Marketing and Communications Coordinator**

### **Location**

ICS employees work in a predominantly remote work environment.

### **The Company**

A highly respected player at an international level, International Conference Services Ltd. (ICS), is a Professional Conference Organizer in business for over 45 years that works with national and international associations, and organizations, to host conferences, events & tradeshows. Our work is very purposeful - we are truly “connecting people to facilitate change in the world.” With over 80 staff working remotely across North America, Europe, and Asia, we are truly an international team, and we leverage the strengths that our diversity brings.

### **The Culture**

ICS operates in a true “team” environment - trust, support, and empowerment of each other are very important to our culture. We know that we work better as a team and we regularly celebrate our collectively accomplishment. We pride ourselves on being innovative, solutions-oriented and are able to think outside the box, which keeps us all learning and growing as professionals together. We care deeply about creating exceptional experiences for our clients and pride ourselves in our many long-term relationships we have cultivated.

### **Role Overview**

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.

- Develop marketing strategy and planning under the supervision of our Director of Operations and Marketing Manager to execute campaigns accordingly
- Develop content and graphics for the various campaigns under the Conference Manager’s guidance. You’ll work with our in-house graphic designers as well as be required to make basic changes to graphics
- Set up and manage conference websites; provide and analyze analytics reports for website traffic and adjust content and settings as needed

- Set up and manage social media profiles (Facebook, Twitter, LinkedIn, Instagram, Youtube) provide and analyze analytics reports and adjust content and campaigns as needed
- Set up and manage email marketing campaigns including content and minor design work
- Research and identify valuable communication/partnership channels
- Research and identify non - traditional marketing campaigns to help raise awareness and increase delegate participation

### Education, Experience & Skills required

- Marketing Degree or Diploma preferred
- Strong understanding of branding, marketing communication fundamentals
- An eye for clean & engaging design / user experience
- Ability to work independently and to be self-motivated
- Candidate must be extremely detail oriented and very well organized
- Candidates must have strong business English & creative writing skills
- Ability to multitask and work effectively in a team environment with creative personalities, changing priorities, fluctuating pressures and significant deadlines
- Positive, “make it happen” attitude
- Professional communication skills and confident in interacting with clients
- Exceptional time management skills
- At times, flexible hours may be required

You must also be familiar and have worked with the following tools:

- WordPress CMS
- HTML/CSS (basic knowledge only)
- Facebook, Twitter, LinkedIn, YouTube social media platforms
- Mailchimp or other email software platforms
- Hootsuite or other social media post scheduling software
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Google Analytics
- Search Engine Optimization (SEO)
- Basic Adobe Photoshop & Illustrator skills are not required but is beneficial

**What's next?**

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