



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

## **We are Recruiting! – Marketing Manager – Conferences and Events**

### **Location**

ICS employees work in a predominantly remote work environment, but from time to time, this position may be required to attend in our Vancouver office.

### **The Company**

A highly respected player at an international level, International Conference Services Ltd. (ICS), is a Professional Conference Organizer in business for over 40 years that works with national and international associations, and organizations, to host meetings, 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 a Marketing Manager – Conferences and Events 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). They will also play a leadership role, providing guidance to a small but dynamic team of marketing professionals.

- 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,
- Overseeing a talented team of marketing coordinators and junior managers to implement procedures and provide guidance on best practices,
- Create client reports and presentations.

## Education, Experience & Skills required

- 5+ years of experience in a Marketing & Communications role,
- Educational background/experience directly related to the scientific or medical industry an asset,
- Marketing Degree or Diploma preferred,
- Experience in foundational marketing and branding skills:
  - Marketing Strategy & Communication Plan Development
  - Social Media Marketing (Facebook, Twitter, LinkedIn, Instagram)
  - Email Marketing, Online and offline Marketing
  - Google Analytics
  - Conversion Tracking & Reporting and SEO
  - 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
  - Event Apps / Mobile Apps
- Proven track record of developing high-quality content that drives engagement,
- An eye for clean & engaging design/user experience,
- Ability to multitask and work effectively in a team environment with creative personalities, changing priorities, fluctuating pressures, and significant deadlines.

## What's next?

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