



## We are Recruiting! – Junior Manager, Marketing

### 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, and tradeshow. Our work is very purposeful, and we are truly “connecting people to facilitate change in the world.” With over 80 staff members working remotely across North America, Europe, and Asia, we are truly an international team, and we leverage the strengths that our diversity brings.

### Remote-First Work Environment

ICS employees work in a remote-first work environment. Our employees truly enjoy the flexibility that remote work brings, and we work hard as a company to stay connected through weekly all-hands meetings and annual in-person get-togethers. Remote work is an important part of our business strategy and will not change post-COVID.

### 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 collective accomplishments. 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 multi-faceted individual to drive and execute digital marketing services for our conference projects. As a junior marketing manager, you will actively manage organic and paid marketing efforts and provide analysis and recommendations. Your hands-on efforts will directly impact clients’ marketing goals based on metrics set in your conference marketing strategy.

### Key Tasks & Duties

- Create marketing strategies and promotional timelines for projects.
- Create quotations for marketing activities and monitor overall marketing and design spending throughout a conference.
- Create and manage online marketing strategies that meet client’s key performance metrics.
- Website management and maintenance.
- Facilitate communications and requests between client and designer, including supporting the design of key conference materials such as programme books, sponsorship proposals and on-site materials.

- Develop organic/paid campaigns based on budget and event objectives.
- Track advertising spend and project marketing budget.
- Monitor campaigns, track metrics, generate KPI reports.
- Work closely with clients and department managers on project marketing initiatives.

### Education, Experience & Skills Required

- A post-secondary degree/Diploma.
- 2+ years related work experience in digital marketing, advertising and/or communications.
- Excellent English language/grammar skills, written & oral.
- Strong understanding of marketing fundamentals.
- Copy, design, branding & targeting markets.
- Sales/Click funnels strategy for websites, emails and other design pieces.
- Strong attention to detail.
- Proven problem solving.
- Communication & organizational skills.
- Comfortable with managing multiple projects at the same time.

### Technical Requirements & Software Required

- Social Media Platforms (Facebook, Twitter, LinkedIn, Instagram, YouTube, Hootsuite/ Sendible).
- Familiar with Content Management Systems (WordPress).
- Have a good experience with the following digital marketing activities:
  - Google Analytics.
  - Google Ads/PPC, Bing Ads / SEM.
  - Social Media Marketing / Advertising.
  - Social media content creation and planning.
  - Retargeting (Adroll, Google, etc.).
  - Email Marketing.
  - Search Engine Optimization.
  - Write effective and captivating content.
- Additional Skills - preferred but not required:
  - Adobe Creative Suite (Photoshop & Illustrator).
  - Project management tool — Monday.com.
  - WordPress content builder and plugins like Elementor, Site Origin, Pretty Links, etc.
  - Interest in medical, educational, and scientific fields.

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

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Willingness to learn new software systems as required

### The Benefits of Working at ICS

- Our employees work remotely on a permanent basis.
- As an employee you are provided all hardware including company laptop, monitor, headset, mouse, keyboard, and internet-based phone.
- In addition to salary, we offer a monthly work from home allowance to help cover the cost of your home internet and home office expenses.
- In addition to vacation time, employees receive a paid day off on their birthday each year.

- An excellent benefits package including Extended Health Coverage, Dental and access to our Employee and Family Assistance Program is provided after 3 months.
- Fun in-person employee get togethers each year.
- ICS prides itself in providing career development opportunities.

### **What's next?**

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