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 tradeshows. 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 play a crucial role in executing marketing strategies that drive the success of our conferences.

Key Tasks & Duties
- Marketing Strategy Planning: Assist in developing comprehensive marketing plans for upcoming conferences. Collaborate with the marketing team and project manager to outline goals, target audiences, messaging, and promotional tactics.
- Digital Marketing: Execute digital marketing campaigns, including organic social media, paid social advertising, and email newsletters. Develop compelling content that resonates with the audience and encourages engagement.
- Communication: Maintain effective communication with internal teams, clients, and external partners. Ensure a clear and consistent flow of information and ideas throughout the marketing process.
• **Website Updates and Content Creation**: Manage and update conference websites using WordPress and Elementor Builder. In collaboration with the in-house design team, you will create engaging and visually appealing content that reflects the conference themes and objectives.

• **Content Overview**: Review and proofread marketing materials to ensure accuracy and consistency in messaging, design, and branding.

• **Client and Designer Support**: Serve as a liaison between clients and designers, facilitating communication and ensuring that design concepts align with the conference goals. Support the design of key conference materials, such as program books, advertising banners, and promotional materials.

• **Campaign Tracking and Reporting**: Utilize tools such as Google Analytics and social media insights to track, measure, and report on the effectiveness of marketing campaigns. Provide regular updates to the team on campaign performance and insights.

**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).
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- 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:
  - Familiar with Adobe Creative Suite (Photoshop & Illustrator) – basic knowledge
  - Familiar with Canva
  - Project management tool — Monday.com.
  - WordPress knowledge – particularly Elementor Page Builder
  - 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