



## **We are Recruiting! – Coordinator, Marketing (Remote First Workplace)**

### **Location**

ICS employees work in a predominantly remote work environment. This position is for someone located in North America.

### **The Company**

A highly respected player at an international level, International Conference Services Ltd. (ICS), is a Professional Conference Organizer in business for over 48 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 100 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

### **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**

The Coordinator, Marketing is an entry-Level Marketing Coordinator for a variety of global Conferences and Events. Collaborate with the marketing team to implement marketing strategies, produce and manage social media posts, and create engaging content. Assist in coordinating promotional activities and analyzing campaign performance. Join our fast-paced environment, where creativity meets organization, to drive successful event marketing initiatives.

### **Key Tasks & Duties**

- **Event Promotion:** Assist in the development and implementation of marketing strategies to promote upcoming conferences.
- **Social Media Management:** Manage and maintain social media accounts to increase brand awareness and engagement.
- **Conference Website Management:** Oversee the maintenance and updates of conference-specific websites to ensure accurate and up-to-date information. Make content (text) updates on existing web pages. Coordinate with the design team to ensure the website aligns with the overall visual branding of the events.

- **Email Marketing:** Assist in the creation and execution of email marketing campaigns to reach target audiences.
- **Data Analysis:** Set up tracking systems for online marketing campaigns. Utilize analytics tools to track the performance of marketing campaigns and report key metrics.
- **Collaboration and Communication:** Work closely with cross-functional teams, including design and project teams, to ensure a cohesive marketing approach. Communicate effectively with internal and external stakeholders, including clients, partners, and vendors.
- **Branding Consistency:** Ensure brand consistency across all marketing materials and communications.
- **Event Reporting:** Compile post-event reports to evaluate the success of marketing strategies and identify areas for improvement.

## Education Skills & Experience Required

### Education:

**Bachelor's Degree:** A degree in Marketing, Communications, Business Administration, or a related field is often preferred. Candidates with degrees in event management or hospitality are preferred.

### Skills:

- **Communication Skills:** Strong written and verbal communication skills.
- **Social Media Marketing:** Familiarity with various social media platforms and the ability to create and execute social media marketing campaigns.
- **Conference Website Management:** Preferably Experience with WordPress/Elementor, HTML and CSS.
- **Digital Marketing:** Understanding of digital marketing concepts, including SEO, email marketing, and online advertising.
- **Organizational Skills:** Ability to manage multiple tasks, deadlines, and projects simultaneously.
- **Team Collaboration:** A collaborative mindset to work effectively with cross-functional and global teams, including sales, design, and operations.
- **Analytical Skills:** Basic analytical skills to measure and analyze the effectiveness of marketing campaigns using tools like Google Analytics or social media analytics.
- **Adaptability:** The events industry can be dynamic, so being adaptable and able to handle unexpected challenges is important.

### Experience:

Any relevant internships, part-time jobs, or volunteer experiences in marketing, event planning, or related fields are beneficial.

**Note:** *Travel to in-person conferences, both domestic and international may be required*

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

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Wordpress/Elementor is an asset
- HTML experience is an asset
- 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 Health Spending Account 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)