



WE ARE GROWING AND LOOKING FOR A GRAPHIC, MARKETING AND WEBSITE ASSOCIATE

NATURE & SCOPE:

The Graphic, Marketing and Website Associate is accountable for supporting the development and implementation of Venue West's projects. You will work under the guidance of our Project Managers and Corporate Excellence Manager and be responsible for developing world-class websites, marketing strategies and rollouts along with building social channels for all of our clients.

WHAT WE ARE LOOKING FOR:

We are looking for a self-starting, creative and tech-savvy associate that can hit the ground running; a creative thinker with an appetite for learning, and someone who is not afraid to roll up their sleeves and work end to end on delivering results. We are looking for a Graphic, Marketing and Website Associate who isn't afraid to wear many hats and strives for perfection.

- » You are a multitasker who is used to working on multiple projects at one time being accountable to multiple project owners with tight deadlines.
- » Ability to work with and manage multiple deadlines for multiple stakeholders
- » You are a marketing genius and know-how to develop a marketing strategy and build a roll-out plan
- » Expert ability to hand-code in HTML, CSS, and JavaScript for creating, modifying, and editing.
- » Understanding of custom WordPress themes
- » Create video and motion graphics for social media purposes
- » Skillful understanding of PHP, my SQL for creating, modifying, and editing.
- » Excellent at adapting to changes and receptive to feedback
- » Very high attention to detail with the ability to meet deadlines under pressure.
- » Expert in Adobe Creative Suite applications (Photoshop, Illustrator, InDesign, etc.)
- » Highest level of professionalism in communicating with clients and internal teams
- » Willingness to learn, test, and share knowledge. You understand social media channels along with scheduling software



WEBSITE DESIGN & MANAGEMENT

- » You will be responsible for developing and managing several conference websites accountable to several Project Managers
- » Strong project management skills and understanding of how to lead and guide a project as you will drive the full redevelopment and deployment of a new corporate website for Venue West in a very tight timeline
- » Maintain and create new pages for corporate and client websites through WordPress and hand-coding HTML, CSS and PHP including a full corporate website revamp
- » Optimize websites in terms of mobile usability and site speed
- » Maintain and uphold all brand standards related to each client
- » Search engine optimization, analytics and reporting on all strategies and campaigns

MARKETING, COMMUNICATION & SOCIAL MEDIA:

- » Demonstrated experience in developing strategic marketing plans which include project-specific marketing goals, strategies and roll-out including the development of all materials to support the roll-out.
- » Develop a full communication strategy and plan for our clients
- » Develop logos, promotional brochures, newsletters, save the dates and final.
- » Solid understanding of developing email marketing campaigns, including template development for all brands and channels.
- » Set up and manage social media channels for client conferences
- » You are experienced in social media evaluation, scrubs and launch
- » Content writing for all channels and distribution
- » You know Facebook, Instagram, Twitter and LinkedIn and how to drive traffic
- » You are experienced in developing a reporting structure for both internal and external stakeholders including analytics on all strategies and campaigns

EDUCATION AND EXPERIENCE

- » Demonstrated experience multitasking and prioritizing is a MUST
- » Degree or Diploma or combination of education and demonstrated experience
- » 3+ years “related experience”
- » Must understand marketing fundamentals
- » Excellent English grammar skills both written and oral
- » Strong client management skills
- » Ability to work with multiple teams and supervisors
- » Microsoft Office
- » Adobe Creative Suite
- » Project Management Software
- » Understanding of HTML, coding, and Plug-Ins
- » WordPress – deployment, build and customize



If you believe you are the right candidate for this position, please send us your CV including all software you use, salary expectations, supporting documents along with a link to your diverse portfolio (Your supporting documents should include a sample marketing strategy with outcomes, logos you have designed and other pertinent information you feel would help us select you as the ideal candidate for our team). Please send an email to careers@venuewest.com.

A BIT ABOUT US: Venue West was founded in 1970 and has been an important part of the Canadian conference and association industry ever since. We are one of only 5 companies in Canada and less than 150 in the world who are certified by the International Association of Professional Congress Organisers to manage an international congress. We work with clients from across Canada and from around the world to manage small to large conferences, associations, and events. Since 2005, Venue West has been a family-owned and operated business.

We also care about and invest in our local community and sustainability through:

- » Being a member of 1% for the Planet, where 1% of all our revenue goes to social and environmental charities
- » The use of 100% tree-free paper
- » Support JUMP Math Charity

Additional Information:

Position Type: Non-Management

Job Status: Permanent Full Time

Job Location: Currently Remote

Application Deadline: November 1, 2021