



## JOB ADVERTISEMENT – SALES, MARKETING & PROJECT COORDINATOR

This role will be divided up between 60% marketing, 20% sales and 20% project coordination.

**WHAT YOU WILL TELL PEOPLE ABOUT YOUR DAY JOB:** As the a marketing coordinator with Venue West, your job will be to liaise with both our clients and project managers to design and execute a comprehensive marketing plan that will involve a variety of channels including emails, social media, website and more. You will identify the different target markets, the most effective ways to reach them and monitor the success of the campaign. As a sales coordinator, you will work with the sales department to prepare costings and proposals for various events. The project coordinator role will involve the management of smaller events and tour programs or assisting the project managers with various tasks. Responsibilities will include:

- Develop a detailed marketing plan that includes the target markets and unique selling proposition
- Identify and execute the most effective marketing tools including emails, social media, websites and other innovative solutions
- Monitor the success of each marketing initiative
- Sourcing supplier quotes and developing an event budget
- Developing attractive proposals using Microsoft Word
- Coordinating suppliers for events including (but not limited to) food and beverage, entertainment, signage, displays, audio-visual and printing

### **A BIT ABOUT YOU:**

- 2 to 4 years of marketing experience; conference and event marketing would be an asset
- Strong creative writing and design skills
- Knowledge of marketing tools such as Hootsuite, Constant Contact and Google Analytics, along with design tools including InDesign, Illustrator or Photoshop
- Confidence to call suppliers and potential sponsors and clients
- High level knowledge of Microsoft Word, Excel and PowerPoint
- Ability to work with and manage multiple deadlines and detail oriented
- Demonstrated ability to multi-task
- Experience with client and supplier management

**A BIT ABOUT US:** Venue West was founded in 1970 and has been an important part of the Canadian conference and events industry ever since. We are one of only 5 companies in Canada and 115 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 around the world to manage small to large conferences, associations and events. Since 2005, Venue West has been a family owned and operated business and is currently located in the heart of Yaletown, which is close to transit and everything else Yaletown has to offer.



At Venue West, we value and invest in our employees wellbeing and growth through:

- Full health benefits upon completing 3-month probation time
- Flexible time in lieu policies
- Internal support and promotion to further your career
- Bi-Monthly Innovation Meetings and shared learning
- Lunches, celebrations, industry events, and adventures as a team
- Animal therapy with our office dog, Gunnar

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
- Organized volunteer activities
- Support JUMP Math Charity
- Our office is powered by 100% sustainable energy through Bullfrog Power
- A dedicated effort to reduce the environmental impact of our conferences and events



**YOUR FUTURE TEAM:** As a member of the Venue West team you will have the opportunity to work with people from all over the world including Poland, Italy, China, Singapore, Brazil and good old Canada! We are a dedicated group that cares deeply about the success of our clients and their events and will do what it takes to get the job done right. Whenever possible we enjoy celebrating personal and team achievements or getting outside for runs, hikes, sports and wine/beer tastings. On a bi-monthly basis, we also organize “innovation meetings” where team members will present and discuss new ideas over a company sponsored lunch.

**THE BORING BIT:**

- General office hours are 8:30am to 5:00pm, with a 30 minute lunch break
- Long hours can be expected when leading up to an event and onsite

**SOUNDS GREAT?:** If you think that you would be a good fit with our team and have the skills to get the job done, please email your resume and cover letter to John Daugulis at [jdaugulis@venuewest.com](mailto:jdaugulis@venuewest.com). We would enjoy learning more about you, so please tell us about yourself as well as your job history and qualifications.