



## **Job Description – Events & Marketing Coordinator**

**PACE is looking for a dynamic, fun and easy to get along with Events & Marketing Coordinator to organize and execute marketing, social media and coordinate events. You should be an engaging professional with a creative mind and excellent communication skills. We are looking for someone with enthusiasm and passion for a job well done. Your goal is to cultivate a positive company image and help PACE reach its goals.**

### **Events & Marketing Coordinator Job Overview:**

The Events & Marketing Coordinator's primary responsibility is to work with your Team to find and execute new and unique ways to promote our brand, products and services to potential clients. You will be responsible for organizing unforgettable PACE events, conducting an evaluation following each event and applying the learnings of each event for future events. At PACE we describe an "event" as any activity which intends to draw a group of people together whether virtual, on the phone or in person. Examples of events we host at PACE are training sessions, webinars, conferences, etc.

### **Events & Marketing Coordinator Job Responsibilities:**

- Collaborate with senior management at PACE to help Execute media relations strategies, proactively identify and book meetings to make our goals at PACE a success.
- Conduct phone calls for meeting bookings, sales and other company related matters
- Arrange meetings with provided key contacts at other organizations
- Plan events with attention to financial and time constraints
- Follow internal company processes and recommend areas for improvement when something is not working
- Book venues, webinar sessions, schedule speakers and ensure speakers have everything they need to be able to do successful presentations.
- Look Up vendors and potential prospects based on criteria and update CRM system or follow through on tasks as assigned
- Ensure CRM System is always up to date and being leveraged to its full capacity
- Ability to execute campaigns using our CRM platform Infusionsoft based on direction and design from Sr. Team
- Edit/ update promotional material and publications
- Organize events and occasionally represent the company at certain events
- Look for opportunities for Sr. Management networking, conference presentations, sponsorships and advertising
- Ensure call for papers for conferences are front and center and submitted in a timely manner.
- Keep a running organized list of advertising material etc. that could easily be updated and submitted to various news media
- Ensure you have clear leading metrics created for broader goals (lagging metrics) and you always follow through on your leading metrics on a regular basis.
- Help project managers and coordinators to execute minor project related tasks as and when required
- Other duties as assigned



### Events & Marketing Skills and Qualifications:

- Ability to have a fun and celebratory attitude towards your co-workers and your work. You will be the PACE's social convener, so we will rely on you to plan both internal and external events.
- Ability to quickly learn, adopt and apply a battery of online software that will make your job easier. E.g. Eventbrite, Canva, Piktochart, Animoto, Social Media Optimization Tools such as HootSuite etc. Project Management System Wrike, CRM System Infusionsoft
- Ability to apply industry standard best practices in everything and anything you do as it relates to your job.
- Ability to use best practices to monitor and study website, event traffic to recommend adjustments to technical team
- Ability to proactively identify problems, issues in a timely and consistent manner
- Ability to constantly learn from campaigns, events, activities and constantly apply those learnings to future activities.
- Ability to constantly learn new techniques, processes etc. and proactively apply those learnings to your work.
- Ability to function as a team player and leverage your team's strengths to get your goals accomplished.
- Experience as an Events & Marketing Coordinator
- Experience managing media relations
- Proficient in MS Outlook, Office and social media
- Familiarity with project management software and photo editing
- Strong communication (oral and written) – French language skills are desirable
- Excellent organizational skills
- Ability to work well under pressure
- Creative
- Problem solver

Interested candidates should send their cover letter and resume to [joanne.mccallum@yourpace.ca](mailto:joanne.mccallum@yourpace.ca) by **December 29th, 2017**.

**Salary:** \$40,000 to \$45,000 per year + bonus (based on performance) + benefits (after probationary period) based on a 40-hour work week

**(705) 222-8463**  
**YourPace.ca**