



CANADIAN FEDERATION OF INDEPENDENT GROCERS · FÉDÉRATION CANADIENNE DES ÉPICIERS INDÉPENDANTS
105 GORDON BAKER ROAD, SUITE 401, TORONTO, ON M2H 3P8

CONVENTION EVENTS & MARKETING COORDINATOR

Does a fast-paced, creative events team appeal to your strengths? Join CFG to have a role in producing two annual trade shows. The convention events and marketing coordinator will be responsible for supporting the marketing and event departments. This includes contributing to the development of digital campaigns, creative initiatives, providing website support, and supporting social media and email marketing initiatives as well as speaker management and event operations support (managing PowerPoint presentations submissions, printer vendors and conventions coordination).

Responsibilities:

- Speaker management support to the production team, including ongoing direct communication with Conference Speakers to help coordinate speaker agreements, presentation materials, travel arrangements and prep calls.
- Pre-, during and post-show speaker management, as well as on-going communication regarding event details.
- Management of Show app, show directory and digital communications and graphics needs for show
- Assist with event preparation requirements as needed (i.e. eblasts, web ads, registration materials, name tags, tent cards, attendee materials, printing/digital needs, shipping requirements and speaker on-site management).
- Participate in conference preparation and execution, including scheduling technical briefings with speakers, creative and construction.
- Assist with website content updates – submission, review, quality assurance and marketing collateral review to ensure all team edits have been made and are consistent.
- Assist with all digital and graphic design event conferences and awards materials – submission, review, quality assurance and marketing collateral review to ensure all team edits have been made and are consistent.
- Assist with on-site requirements such as signage, PowerPoint management, onsite collateral, etc.
- Work closely with Sales & Sponsorship team to help coordinate any onsite requirements and support sponsorship and sales, marketing initiatives.
- Support the coordination and execution of digital marketing efforts, email marketing campaigns and parallel communication campaigns to confirmed speakers, sponsors and attendees.
- Assist with content marketing initiatives, content creation, events marketing, event/media partnership agreements, list research projects and press agreements.
- Other responsibilities based on business need. Travel required to Vancouver trade show event in spring; occasional overtime.
- Hybrid office environment at present.

Knowledge, Skills and Abilities Required:

- Minimum bachelor's degree in business or related field preferred.
- Strong project management skills.
- Strong Microsoft office skills, especially PowerPoint and Excel.
- Demonstrated ability to interact and work with all levels within the organization.
- Ability to plan, organize and prioritize multiple and simultaneous related projects and programs in a changing business environment.
- Ability to manage changing priorities in a high-pressure environment.
- Ability to work independently when dealing with clients, speakers, suppliers and internal colleagues.
- Strong decision-making skills and time management skills.
- Ability to work in a fast-paced environment and multi-task requests.
- 1-2 years relevant marketing experience and/or event coordinating experience strongly preferred.
- Occasional travel is required.
- Experience with Adobe, HTML, WORDPRESS, Strong knowledge of JS, XML, HTML and CSS an asset.

Send resume and cover letter to Fran Nielsen: FNielsen@cfg.ca