

Date: March 20th, 2019

Submission Deadline: April 8th, 2019

Company: Canadian Council for Aboriginal Business (CCAB) www.ccab.com

Job title: Marketing Associate – Events

Dept.: Marketing

Reports to: Director, Marketing

Job Purpose

The Marketing Associate – Events is responsible for the project management of a variety of National CCAB events and initiatives. Project management includes, but is not limited to, research, planning, communications, design, execution and pre- and post-evaluations.

External Contacts – CCAB Members, Corporate Canada, Aboriginal Businesses, Vendors, Media

Duties and Responsibilities

- Project manage event design through to event execution. This includes timeline management and clear verbal and written communication with both internal and external stakeholders of the following events:
 - Toronto Gala
 - Indigenous Women in Leadership Award
 - Aboriginal Economic Development Corporation Conference
 - Calgary Gala
 - Vancouver Gala
 - Others as assigned
- Implement, manage, and execute event project plans in line with the Marketing and Communication strategy. Track and report metrics for events and make recommendations for improvement
- Collaborate with internal and external stakeholders to develop timelines, budget and project criteria
- Manage the day-to-day operation of CCAB related events:
 - Manage all event details and requirements such as venue, decor, catering, entertainment, transportation, registration, VIP/VIP events, AV, marketing materials (collateral), accommodations, etc.
- Create and maintain events Calendar, logging all internal and external events and speaking opportunities, and proactively identify opportunities for participation
- Input data using existing lead management/CRM system to track strategies and produce reports
- Maintain a budget and invoice tracking
- Miscellaneous event-related duties as assigned for continuous improvement of marketing strategies and implementation

Qualifications

Formal Education and Experience

- Minimum 5 - 7 years proven experience as an event planner or organizer
- Minimum of a Bachelor's degree or Diploma in Communications, Marketing, Events or related discipline

Knowledge and Skill Requirements

- Must be well-organized with strong attention to detail and follow-up skills. Ability to manage multiple assignments, meet deadlines, work independently and follow through to resolve day-to-day administrative matters
- Proven track record of sound strategic planning and ability to meet revenue targets
- Excellent verbal and written communication skills
- Able to adapt to new assignments and apply best practices to refine and improve work processes and procedures
- Ability to work in a team environment
- Demonstrated ability to build relationships with key stakeholders including corporate partners, volunteers and members
- Excellent working knowledge of the media landscape, understanding of social media activation and community engagement
- Excellent judgment and discretion in handling sensitive data and confidential information
- Computer literacy, including proficiency with Microsoft Word, Excel, PowerPoint, and Outlook required

Considered an Asset

- Familiarity with Aboriginal business and relations
- Demonstrated experience working with diverse cultures
- Portfolio of previously managed events
- Working in a member-based organization
- Bilingual English and French

For more information about Canadian Council for Aboriginal Business, visit: www.ccab.com

TO APPLY:

- Please submit your resume and cover letter to HR@CCAB.com on or before April 8th, 2019 via email, with "Marketing Associate - Events" in the subject line. We would appreciate no phone calls or agencies.
- We would like to thank all applicants for applying for this position, however you will only be contacted if your candidacy is being considered. CCAB is committed to an inclusive and accessible recruitment and selection process. If you are invited to attend an interview and require an accommodation, please advise us in advance of our meeting.

Job Type: Full-time, some travel required.