



Do you want to change our world for the better? Are you motivated by purpose and driven to be the best you can be? Do you share values of Trust, Grit, Energy, Excellence, Wisdom, Empathy and Community? Do you join a leading, dynamic, and entrepreneurial events team and help make a real impact in the communities they serve?

If it is a resounding “YES”, then we want to hear from you!

We are looking for a new team member to pump up the creativity, energy and impact of our marketing and help us grow our business through the meaningful connections we offer at our Virtual, Hybrid and Live events. We work to create compelling, conference led, business-to-business (B2B) event brands which support and connect communities.

Connect Partnership Group

The Connect Group exists to produce events that make an impact. We conceptualize, finance, and execute large-scale, world-class events that enhance the experience of all participants. From consumer events, to trade shows and conferences, we have done it all. Having launched over 150 events for major brands across the world, we have learned what it takes to bring a concept to life; and we know what makes an event successful.

We are looking for an ambitious, intermediate, experienced marketing communications professional (who would like to grow into a senior management role one day...and if you have already had management experience –bonus!) to help us execute on a diverse range of marketing communication projects especially digitally. We need a proactive and motivated marketing ninja who is passionate and wants to engage, innovate, and better understand our community stakeholders. This role will be an integral part of our team, and provide the opportunity for challenges, a great deal of responsibility and growth. We need a person with a strategic acumen, who can roll up their sleeves, meet and set deadlines, and be involved in every aspect of the project from start to finish and most importantly love doing what they do.



Reporting to the General Manager and working alongside our small marketing team and other departments you will support us in developing new programs for our organization. In addition, we have existing marcom programs in place that we would like to manage more effectively, optimize, and strengthen. You will get leadership and direction from our existing team – but we need a marketing ninja who is a self-starter, organized and be administratively strong to help fill the gaps from management of the programs to execution. Once hired, you will hit the ground running.

The Role

Digital Marketing & Communications Specialist

This person will be at the epicentre of our marketing efforts, responsible for and empowered to maintain and improve our existing programs that include (but not limited to):

Digital Marketing – Develop, implement, and track marketing campaigns and tactics; analyze and report on performance and efficiency using google analytics to review and improve digital marketing performance, UTM codes, google tag manager, an understanding of SEM and SEO strategies. Use various content management systems to update websites, build landing pages for relevant ads and promotions, and manage social media.

Email Campaigns – marketing automation, email campaigns that support the sponsorship/sales department and registration initiatives, list segmentation, opt-ins, and lead generation (having an eye for design or executing on graphic design is considered an asset) etc. Must have experience with either or both HubSpot and Mailchimp.

Social Media - Advanced understanding of social media platforms and strategies, with hands-on experience delivering social media campaigns. Analyze engagement and reputation to inform future social marketing activities, and pro-actively participate in the ideation and development of content and campaigns. Use SMM tools such as sprout social to execute on the content calendar strategy, create and publish posts utilizing all the key



social media tools to amplify reach for all events (tagging, influencer marketing, hashtag strategy etc...), reviewing of analytics.

Copy Writing (long form and short form) – As needed, research, write, copy edit, proofread, and edit stories for internal communications, social media, web content, press releases, and newsletters and other internal/external audiences.

General Marketing & Communications Initiatives – Working on corporate/company and event-based initiatives we will require support with conducting market research and analyze trends to identify new marketing opportunities, community relations, surveys, presentations, branding, advertising & media buying.

Qualifications

As an ideal candidate your knowledge and experience will include:

- Degree or diploma in Marketing, Communication or a related field is an asset
- A minimum of 2 years' experience in Marketing with a strong understanding and passion for digital media, social media and the development and execution of marketing campaigns
- Strong organizational and project management skills with the ability to manage multiple competing priorities in a dynamic and fast-paced environment
- Demonstrated experience producing a variety of materials/content for various audiences
- Exceptional writing, copy-editing, and proofreading skills, with high attention to detail
- High proficiency with Microsoft Office
- Experience with Sprout Social, Canva, HubSpot, Wufoo, Survey Monkey, Mailchimp and google analytics tools
- Strong understanding of digital analytics tracking and reporting
- Self-starter and team player who thrives working both independently and within a group
- Excellent relationship management skills to work with a variety of stakeholders across the organization
- Relentlessly resourceful when challenged to complete a task, project, or campaign
- A genuine desire to contribute and cultivate a positive culture



- Graphic Design, PPC, SEO, Paid Social Media, Adobe Creative Suite (InDesign, Illustrator, Photoshop), Photography or videography skills considered assets

Benefits

The Connect Partnership Group offers a flexible, cohesive, and inspiring work environment. This is an opportunity to be a part of a growing business and make a real difference for yourself and others, as a part of a team.

- Compensation is a salary plus earned commission and eligibility for project bonuses
- Health benefits after 3 months
- Paid Vacation & Flex days
- Flexibility with working hours / Temporarily remote work
- Professional development and learning encouraged
- Cell phone expense support
- Opportunity to contribute to a positive culture and to cultivate a creative, collaborative, fun, safe and forward thinking space

Must be legally eligible to work in Canada. This is a Calgary based position and please note at this time we do not offer permanent remote work opportunities or relocation/sponsorship support. This role works Monday to Friday and will require periods of after hours, non-social time. Travel may be required. A reliable vehicle and mobile phone are required.

We are committed to fostering an inclusive environment, where all employees and customers feel valued, respected, and supported. We are dedicated to developing a workforce that reflects the diversity of our stakeholders and communities in which we live and serve.

If you, or anyone you know, is a qualified candidate and is interested in this opportunity please **send a Cover Letter, Resume along with your salary expectations and availability, in confidence, to hr@theconnectgroup.ca**. Thank you for your interest. Only those selected for an interview will be contacted.