

Job Description – Events and Marketing Manager

The Canadian Propane Association is the national association for Canada’s propane industry, representing over 400 companies in every region of the country. Our mission is to promote a safe and thriving propane industry that plays a vital role in Canada’s energy sector. To achieve this, we champion propane and the propane industry in Canada and facilitate best practices, safety and a favourable business environment through advocacy, training and emergency response.

Events and meetings are a key channel through which the CPA drives member engagement and connects members to each other so that they can meet, network, collaborate, receive industry updates, and do business with one another. The CPA hosts a biennial leadership summit as well as several regional seminars and meetings held annually across Canada.

The Events and Marketing Manager is an opportunity for you to work with an engaged membership in the dynamic propane industry. We are a small hands-on team, so we need someone who can both design a strategic plan for an event as well as deliver every part of it. We are looking for someone who can devise new and innovative ways to reach attendance and revenue targets, and to ensure that our event marketing resonates with our intended audience. The successful candidate will also be member-driven, with strong communications skills and creating solutions where members win.

Responsibilities:

- Develop thoughtful, researched marketing plans for assigned events that will deliver to meet attendee and revenue targets.
- Implement every part of your event plans, including:
 - Overseeing site selections and negotiating contracts for small-to-large scale events, including third-party contractor services, such as AV, catering services, speaker bureaus, equipment and décor rental companies, etc.
 - Overseeing budgets, drafting various revenue and registration reports, processing invoice payments, and producing post-event reports.
 - Ensuring event budgets stay on track
 - Coordinating communications related activities, including promotional communications pieces like event information and collateral material, brochures, programs, scripts, event scenarios, website content, etc.
 - Coordinating speaker and entertainment selections and overseeing travel, accommodation and traveller’s needs.
 - Managing event exhibition program, including solicitation, registration and show layout.
 - Developing and managing post-event processes to obtain delegate feedback on events.
 - Purchase and distribute appropriate gifts and branded swag
- Support the development and management of marketing strategies and the execution of the annual marketing plan
- Identify ways to market and increase revenue for CPA magazine, newsletters and website.
- Developing and implementing sponsorship packages and new initiatives to maintain and acquire sponsors for events, webinars, and the CPA Awards Program.

- Manage and build on the CPA Affinity Partner Program, including researching and implementing new strategic partnerships to bring added value to CPA members.
- Take on special projects as requested.
- Communicate effectively with team members across Canada to ensure projects are completed within parameters set and goals.

Qualifications

- 3–5 years in event marketing, corporate hospitality, or event planning and management.
- Highly organized. You sweat the details and plan for contingencies. And, you are flexible, like thinking on your feet, and can adjust for the unexpected. With your excellent organizational skills, you are timely with communication and meet deadlines.
- Strong writer and effective communicator.
- Excellent interpersonal skills, polish, and professionalism.
- Incredibly high standards and impeccable taste with an eye for design.
- Ability to multi-task and handle multiple projects simultaneously in challenging environments.
- Self-starter who can thrive in an unstructured and collaborative team environment.
- Ability to speak and write French a strong asset.
- Experience in design programs.
- Sales experience an asset.

Interested? Send letter and resume to: info@propane.ca before **January 6, 2019**.