

BRANDLIVE

Marketing & Communications Coordinator

About BRANDLIVE

BRANDLIVE is an event management and brand activation company with a speciality in large public gatherings like Canada Day at Canada Place, the Honda Celebration of Light and SKOOKUM Music Festival. We produce events and conferences designed to connect people with brands + ideas, through authentic and unforgettable experiences. We are a high performing team of dynamic thinkers and doers who love what we do for a living.

About the role

BRANDLIVE is seeking an experienced Marketing & Communications Coordinator to join our team of live event professionals. This is a key external communications role, shaping how BRANDLIVE - and our clients, sponsors and partners - connect with their various audiences across digital and traditional media to make their events successful.

The role combines strategic planning and tactical execution, and you should be as comfortable in a client pitch as on-site with a walkie-talkie. You have the proven ability to manage many projects and deliverables in a fast-paced environment. Agency experience across multiple clients and brands, or client-side experience in marketing, communications and/or events, is expected. Creative writing, proofreading and editing skills for web content, client proposals, social media posts, sponsor wrap reports, grant applications and more, is also a required skill set. Experience with Wordpress and/or Squarespace is an advantage.

Responsibilities:

- Develop and implement marketing & communications strategies across a variety of projects and events
- Engage and manage external marketing & communications suppliers (digital, traditional, social)
- Maintain oversight of project marketing collateral ensuring consistent tone, positioning and message across all traditional and digital outlets
- Provide ongoing data, analytics and reporting as well as post-event wrap reports for clients, sponsors and other stakeholders
- Manage BRANDLIVE website and Social Media channels, creating and executing a dynamic content calendar to promote our events and services
- Simplify complex data into a user-friendly format for presentation using graphs, charts, infographics etc. for clients, stakeholders and management.
- Strategize and implement Attendees or Event Newsletter plans
- Write, edit and proofread copy for proposals, presentations, case studies, website and social media content, print and digital ad copy, newsletters, attendee communications, grant applications etc.
- Engage and negotiate with external suppliers across radio, print, TV, online and out of home media to implement ad buys, promotions, and other campaigns
- Track and execute sponsor rights and benefits relating to social media, marketing, advertising, website and mobile apps
- Engage and manage event photographers and videographers, including compilation of shot lists and creative feedback
- Collect all digital assets (photo and video) on completion of events and compile top images from each event, to be used on website and in presentation decks.
- Develop event websites and event mobile apps and manage content for both
- Liaise with internal and external designers and stakeholders to request, collect and manage required artwork and digital assets

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- Compile archival hard drives for clients of all graphic/creative or other project assets as required.
- Lead awards submissions and grant application process annually including researching opportunities, gathering assets, and liaising with other departments to complete submissions.
- Keep all creative templates up to date in conjunction with BRANDLIVE's in-house Graphic Designer.
- Ensure BRANDLIVE logo is applied consistently in any visual communications internal or external.
- Working with the VP Business Development, review RFP Documents, analyze response requirements and manage the creation of BRANDLIVE's RFP responses, generating written and visual content and managing timelines, tasks, and team deliverables.
- Support VP Business Development and Director of Sponsorship in compiling presentation documents, sponsorship sales materials and pitch decks including researching events, drafting content, editing and proofreading.
- Work with in-house Event Producers to ensure that project marketing deliverables are tracked and completed

Skills & Experience

- Minimum 2-3 years experience in marketing & communications role
- Bachelor's Degree in Marketing, Communications, English, Public Relations an asset
- Excellent writing and editing skills
- Able to communicate clearly and effectively
- Strong time-management and organizational skills
- Solid understanding of effective marketing techniques
- Previous experience in a client-facing role
- Previous experience creating public-facing content speaking on behalf of a brand
- Previous experience in PR, advertising, brand marketing, media, or events an asset
- Familiarity with Wordpress and/or Squarespace

Compensation commensurate with experience. To apply please send your resume & cover letter by email with "Marketing & Communications Coordinator" in the subject line. In your cover letter please tell us about the most effective event marketing strategy you've seen and why you liked it. While we thank all candidates for their interest, only those selected for an interview will be contacted.