

BRANDLIVE

Marketing Manager

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 Manager 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 radio. This role requires a creative and self-driven person to own and execute marketing and communications strategies for us and our events from end to end. 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 events, is expected.

Responsibilities:

- Developing strategy and implementing end-to-end marketing and communications plans across a variety of projects and events from concept to execution to reporting
- Leading design, content creation and ongoing maintenance of a wide range of event marketing and communication assets (e.g. websites, apps, social media channels, newsletters, e-blasts, press releases, ads, etc.) including copywriting, editing and proofing
- Developing dynamic content and updates for BRANDLIVE's own website and social media channels on an ongoing basis, and ensuring consistent implementation of our brand and logo across all collateral
- Working with in-house and external graphic designers, developers and suppliers (digital, traditional, social) to ensure project deliverables are on time and budget
- Developing and managing marketing budgets across projects and events
- Interpreting and compiling media and marketing data, analytics and reporting for post-event wrap reports for clients, sponsors and other stakeholders
- Leading and leveraging media partnerships for events
- Engaging and negotiating with partners across radio, print, TV, online and out of home media to implement ad buys, promotions, and other campaigns
- Managing onsite media relations at events, including media check-in, accreditation, access, interview requests etc.
- Liaising with event PR agencies to implement strategy and coordinate story calendar, oversee all press stories and content
- Tracking and ensuring fulfilment of sponsor rights and benefits relating to social media, marketing, advertising, website and mobile apps
- Booking and managing event photographers and videographers, including the compilation of shot lists and organizing creative feedback on video editing projects
- Collecting and archiving all digital assets, graphic/creative or other project assets on completion of events and compiling top images to be used on the website and in presentation decks
- Leading awards submissions and grant application process annually including researching opportunities, gathering assets, and liaising with other departments to complete submissions

Skills & Experience

- Bachelor's Degree in Marketing, Communications, English, Public Relations required

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- Minimum of 3 years experience managing marketing and communications for events, PR, advertising, brand marketing, media
- Minimum of 3 years experience creating public-facing content speaking on behalf of a brand
- Excellent writing and editing skills
- Excellent understanding of traditional and emerging marketing techniques
- Strong ability to communicate clearly and effectively
- Strong time-management and organizational skills
- Must have previous experience in a client-facing role
- Experience with Wordpress and/or Squarespace as well as basic use of creative tools such as Photoshop, InDesign, and Illustrator is an asset

Competitive salary, health benefits, annual holiday, investment in professional development, a relaxed and fun workplace, and a culture of freedom and responsibility.

To apply please send your resume & cover letter by email to hr@brandlivegroup.com with "Marketing Manager" in the subject line.

In your cover letter please tell us about the most effective event marketing strategy you've implemented and what you learned from it.

While we thank all candidates for their interest, only those selected for an interview will be contacted.