



Event Manager

Master Promotions Ltd., Canada's leading trade and consumer event management company has been producing quality events since 1973. Our portfolio is always growing and currently includes more than 30 events in seven provinces from coast to coast including home, recreation, heavy equipment events. For more information visit:

www.masterpromotions.ca

Our company is currently seeking an organized, driven and result-oriented individual to join our team as **Event Manager**. The successful candidate will be leading a team responsible for sales, marketing, and logistics for all assigned shows. This position would work from our Halifax, NS or Saint John, NB office.

Key Responsibilities

- Create and execute effective exhibit sales strategies to maximize exhibit sales and sponsorship revenue for all events in assigned event portfolio;
- Proactively conduct selling activities, including face-to-face, phone and email with various sized organizations;
- Develop and maintain a database of qualified leads through proactive selling activities, including industry publications, face-to-face, cold calling on business owners, direct mail, e-marketing and networking;
- Work in conjunction with Marketing & Operations Manager and Marketing team to develop and implement an effective visitor marketing strategy for event portfolio;
- Establish and maintain effective working relationships with all clients, event partners, and key relations from the sale through to the event execution;
- Develop on-site logistics of events by supervising event set up and tear down with event team, ensuring a high level of client experience from conception through post event;
- Coordinate with contractors, suppliers and facility staff regarding logistics for assigned events;
- Coordinate with internal staff, clients, vendors, to establish needs for events, and serve as liaison to senior level management.
- Research resources, make site visits, and lead pre-event meetings when necessary to help staff make decisions about event design;
- Establish and maintain an effective working relationship with all internal support departments such as the sales marketing and accounting teams.

Ideal Candidate Qualifications

- Highly self-motivated to achieve exceptional results to pre-set goals;
- Minimum 3-5 years of sales experience demonstrating ability to manage and increasing business relationships;
- Excellent verbal, written and electronic communication skills;
- Confident with Microsoft Office Suite and sales management software and CRMs;
- Exceptional time management skills with the ability to multi-task in a fast-paced environment;
- Ability to function under additional work hours and traveling when required;
- Completed post-secondary education required;
- Ability to communicate in both official languages considered an asset, but not required.

If you are interested in working with an industry leader, email your resume and cover letter (including salary expectations) to Careers@mpltd.ca today!

Although we appreciate all applicants, only those selected for an interview will be contacted.