



**Master Promotions Ltd.** is currently seeking a highly motivated individual to join our team as a **Bilingual Administrative Assistant** based in our **Saint John, NB** office.

### **Our Company**

Managing more than twenty-five events annually, Master Promotions Ltd. is Canada's largest independent trade and consumer event management company.

Events include Halifax Boat Show, Motorcycle & Powersports Show, NS Spring Ideal Home Show, Saint John Home Show, National Heavy Equipment Show, and more!

At Master Promotions, each day will be different, presenting new challenges and opportunities for growth. If you are a motivated, detail-oriented individual who is passionate about delivering exceptional service and thrives in a dynamic environment, we would love to hear from you.

For additional company information, please visit [www.masterpromotions.ca](http://www.masterpromotions.ca)

### **The Role**

As a Bilingual Administrative Assistant at Master Promotions, you will be a crucial member of our team, helping to facilitate communication and provide outstanding support to our French-speaking clients and partners. With the growth of our portfolio to include several events where French is the first language of our clients and event attendees, we recognize the importance of having someone who is fluent in both English and French to ensure effective communication and seamless coordination of our operations.

Your main responsibilities will include providing administrative support to our Accounting, Marketing, and Sales Teams, as well as communicating with clients and partners in both English and French.

In addition, you will be the primary point of contact for our French-speaking clients, responding to inquiries and providing outstanding customer service. You will be expected to maintain accurate and up-to-date records, prepare reports, and provide administrative support as needed.

### **The Ideal Candidate**

The ideal candidate for this role will have excellent written and verbal communication skills in both English and French, strong organizational skills, and the ability to work effectively both

independently and as part of a team. Prior experience in an administrative or customer service role is preferred, and knowledge of the events industry would be an asset.

## **Responsibilities**

- Maintain a level of basic knowledge of all company events and be able to answer general event questions.
- Provide support to the accounting team in communicating with French-speaking clients during the billing process, processing invoices as required.
- Update, edit, and maintain a database of exhibitor contact information.
- Manage other data, as required, including exhibitor badge name lists, visitor survey results, and ticket promotion programs.
- Pack equipment and office supplies to be used on-site at events.
- Assist with event functions at show sites, including answering exhibitor inquiries, printing and handing out badges, and other tasks as required.
- Assist the marketing team with the translation of marketing content.
- Gather existing documentation to produce detailed manuals in French or English for show exhibitors.
- Post the exhibitor manual to the show website using WordPress software and send via email to all show exhibitors.
- Work with the show team to develop and send out exhibitor communications in French or English, including sales campaigns and reminder emails.
- On-site event execution support – helping with registration, onsite features, and social media content.
- Support team members with additional administrative duties, as required.

## **Qualifications**

- Bilingual in both official languages (French and English)
- Previous experience in office administration, customer service or marketing is considered an asset.
- Proficient in Microsoft Office Suite
- Comfortable using or learning various social media platforms and marketing software.
- Strong time management skills; able to manage multiple projects with competing deadlines.
- Detail oriented with strong organization skills.
- Excellent communication skills, both written and oral.
- Ability to multi-task and be flexible.
- Willing to travel and work weekends and evenings during the event season (January-June) to provide on-site support during events.

**To Apply for this Career Opportunity:**

Please send your resume to **careers@mpltd.ca**

We appreciate your interest in our company! Only those candidates selected for an interview will be contacted.

Applicants must possess the legal authorization to work in Canada. Proof of eligibility, such as a valid work permit, permanent residency status, or Canadian citizenship, will be required.