



Master Promotions Ltd. is currently seeking a highly motivated individual to join our team as a **Bilingual Marketing & Operations Coordinator** 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

The Role

The Bilingual Marketing and Operations Coordinator will play a key role in our operations by supporting our Marketing and Sales Teams in providing excellent customer service to our French-language client base.

The role will also be responsible for supporting our Marketing team with digital and traditional marketing campaigns and providing on-site event execution support.

Responsibilities

- Maintain a level of basic knowledge of all company events and be able to answer general event questions with a focus on our supporting our French language clients
- Provide support to the accounting team in communicating with French-speaking clients during the billing process.
- 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.
- Assist with mail campaigns working with the event team and communicating with accounting on the quantity and billing information.
- Make updates to existing event websites with a focus on providing translation from English to French – i.e., show hours, sponsor logos, admission pricing, and feature descriptions.

- Assist digital marketing coordinator with scheduling and translation of general and show specific posts to our social media channels, such as Facebook, Instagram, Twitter, LinkedIn, etc.
- Assist the marketing team with the creation and translation of audience email campaigns through email marketing software.
- Assist with the development, planning, and execution of show features and special events.
- Assist with organizing and scheduling seminar programs, as required.
- Gather existing documentation from team members the information to produce detailed manuals in French or English for show exhibitors.
- Post the exhibitor manual to the show website using WordPress software and send it 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.

Qualifications

- Bilingual in both official languages (French and English)
- 1 - 3 years of experience in a similar position
- Proficient in Microsoft Office
- 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
- Weekend and evening work as well as travel within the Maritime Provinces may be required.

To Apply for this Career Opportunity:

Please send your resume to [**careers@mpltd.ca**](mailto: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.