



P.O. Box 565
Saint John, N.B.
E2L 3Z8 Canada
Phone: 1-888-454-7469
Fax: 506-658-0750

Master Promotions Ltd. is currently seeking a **Bilingual Marketing & Operations Manager** to join our team. The position will be based on-site at our head office in **Saint John, NB**.

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 manager will play a key role in our organization. Our portfolio has grown to include several events where French is the first language of the event organizers, exhibitors, and attendees.

The role will support a portfolio of events in both French and English however the focus of this role will be to liaise with the Show Management team to produce successful events and to develop and execute marketing initiatives for our French language client base.

Key Responsibilities

- Develop and execute marketing strategies, plans, and budgets for assigned events.
- Execute a request for proposal process if required, negotiate agreements, and document all event expenditures using a purchase order system.
- Oversee fulfillment of all marketing collateral, website development and subsequent updates, social media marketing, and graphics production.
- Work with the Show Management team to create and distribute exhibit sales marketing collateral.
- Develop relationships and partnerships with event partners, stakeholders, media, sponsors, suppliers etc.
- Collaborate with Show Management and marketing team to create event features from concept to completion.
- Negotiate, schedule, promote, and equip special event features such as seminars, presentations, and contests.
- Act as the main point of contact for show venue personnel; managing negotiations and venue contracts.
- Coordinate hiring of contractors, subcontractors, and on-site temporary services including emergency/First Aid staff, security, and other suppliers.



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- Oversee logistics including venue contracts, staffing, food services, ticketing, and budget management.
- Liaise with regulatory officials and government as required – including fire marshal, liquor license board, food service safety personnel, etc.
- Work within the established show budget and document all event expenditures.

Skills and Qualifications

- Ability to effectively communicate in both official (English & French) languages required.
- Ability to translate documents from French to English or English to French required.
- Completed post-secondary education in Business, Marketing, Public Relations, Communications, or another related field considered an asset.
- 3-5years of previous related experience in Marketing, Event Management, or another related field.
- Natural relationship builder with verbal, written, and electronic communication skills.
- Exceptional time management skills with the ability to multi-task in a fast-paced environment.
- Ability to work evenings and weekends and travel to events as required.
- Experience with software programs such as Constant Contact, Mail Chimp, WordPress, etc.

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.