



**Master Promotions Ltd.** is currently seeking an organized, driven, and result-oriented individual to join our team as a **Marketing and Operations Manager** ideally located in Saint John, NB, or Halifax, NS however applicants meeting the minimum qualifications within the maritime provinces will be considered.

### **Our Company**

Master Promotions Ltd., Canada's largest independent trade and consumer event management company has been producing high-quality events since 1973. We currently produce over 30 diverse events from coast to coast including home, recreation, and heavy equipment events. Our sustained growth is a testament to our unparalleled ability to connect industries, businesses, and communities. To learn more, visit our website:

<https://www.mpltd.ca/>

### **About the Role**

We are seeking a dynamic and experienced Marketing and Operations Manager to lead our marketing and operational efforts on a select portfolio of events. In this role, you will strategize and execute comprehensive marketing campaigns, manage extensive operational logistics, and cultivate essential partnerships to enhance event success. This position is ideal for a strategic thinker with a passion for marketing and a proven track record in managing large-scale events from conception through to completion.

### **Key Responsibilities**

#### **Marketing and Advertising**

- **Strategy Development:** Lead the development of comprehensive attendee marketing strategies for each assigned event.
- **Budget and Planning:** Create detailed marketing budgets and plans, incorporating various channels such as radio, print, television, direct email, and social media. Conduct a request for proposal process as needed, negotiate contracts, and manage all event expenditures using the purchase order system.
- **Collateral and Digital Marketing Oversight:** Oversee the creation and distribution of all marketing materials, including website development, social media campaigns, and graphic production.

- **Exhibit Sales Collaboration:** Collaborate with the Show Management team to produce and distribute marketing collateral for exhibit sales.

## **Operational and Logistics**

- **Partnership Development and Management:** Initiate and cultivate relationships with event partners including sponsors, affiliated associations, stakeholders, feature participants, media, and event owners. Ensure all partnership agreements are fulfilled.
- **Supplier Relations:** Develop and maintain relationships with event suppliers from the planning stages through to the event's completion.
- **Feature Creation and Supervision:** Work with the Show Management and marketing teams to design and execute special event features from initial concept to final implementation. Manage negotiations with providers and oversee the scheduling, promotion, and setup of seminars, presentations, door prizes, and contests.
- **Venue and Contractor Coordination:** Serve as the primary point of contact for venue personnel, managing venue contracts and negotiations. Coordinate the hiring of contractors and subcontractors, including on-site temporary services like emergency/first aid, security, and other essential suppliers.
- **Logistics Management:** Oversee critical on-site logistics, such as food services, catering, and the management of gate/ticketing/registration tasks for selected events.
- **Regulatory Compliance:** Liaise with relevant regulatory officials and government bodies as required, including the fire marshal, liquor license board, and food service safety personnel.
- **Financial Oversight:** Manage and adhere to established show budgets, ensuring accurate documentation of all expenditures.

## **Ideal Candidate Qualifications**

- **Strategic Marketing Expertise:** Proven ability to develop and implement comprehensive marketing strategies across various channels including radio, print, television, direct email, and social media.
- **Budget Management:** Proficiency in creating and managing budgets, with a meticulous approach to financial documentation and cost control.
- **Leadership and Team Management:** Experience in leading marketing teams, delegating tasks, and overseeing the production of marketing and sales collateral.

- **Stakeholder Engagement:** Strong skills in building and maintaining relationships with partners, suppliers, and internal teams. Experience in negotiating contracts and managing supplier and venue relationships.
- **Operational and Logistic Coordination:** Expertise in managing all facets of event logistics, from planning and coordination to execution, including handling special features and compliance with regulatory standards.
- **Problem-Solving Skills:** Ability to swiftly address challenges and make decisions that align with the event's objectives and budget constraints.
- **Communication and Interpersonal Skills:** Excellent verbal and written communication skills, capable of effectively articulating ideas and engaging with diverse groups.
- **Project Management:** Proven ability to manage multiple projects simultaneously, with strong attention to detail and deadlines.
- Completed post-secondary education in Business, Marketing, Public Relations, Communications, or another related field is considered an asset.
- Experience with software programs such as Constant Contact, Mail Chimp, Wordpress, etc. is considered an asset.
- Experience in the event industry is considered an asset.

This role requires the availability to travel and work evenings/weekends as needed during the event season which typically runs January – May.