

Marketing Coordinator

Spark Event Management (Spark), in partnership with our marketing and design firm, Little Red Inc. (Little Red) is seeking a full-time marketing coordinator to join our team in Calgary, AB.

The successful candidate for this position will be a highly organized, professional and self-motivated individual who can thrive in a fast-paced, deadline-oriented work environment.

Responsible for the day-to-day management of client marketing activities, you will support the development and implementation of strategic marketing programs and campaigns including content development, design, and execution of print, web, social media, and email campaigns.

In addition, you will also be responsible for managing and building awareness of the Spark and Little Red brands. This will include creating engaging content for social media, monitoring social media platforms and tracking monthly analytics. You will also be required to assist with administrative duties as needed including supporting the Spark team on-site for the delivery of client events.

As both Spark and Little Red are growing, dynamic firms, the successful candidate will need to be able to manage multiple tasks and deadlines and thrive in a self-directed environment. We are seeking someone who is extremely detail-oriented, and can collaborate as a key member of the team but, more importantly, is able to work independently with minimal guidance.

Duties of the position include:

- Coordinate the planning, development and launch of client marketing campaigns
- Monitor and evaluate client campaigns and create reports
- Create content for mediums including websites, email blasts, blogs, social media, & print
- Assist with the creation and design of campaign materials
- Coordinate client approval on marketing materials prior to launch
- Manage Spark & Little Red websites
- Manage Spark & Little Red social media initiatives
- Assist on-site with event delivery as needed
- Other duties as required

Experience & qualifications:

- Post-secondary degree or diploma in business studies, marketing or communications
- General knowledge of and interest in the event planning industry
- Exemplary interpersonal and communication skills – both written and verbal
- Able and willing to occasionally work flexible hours including weekends and evenings
- 2-3 years of experience considered an asset

Technical qualifications:

- Proficient with MS Office Suite skills including Word, Excel, Power Point and Outlook
- Proficient with Adobe Creative Suite
- Experience and proficiency in Adobe InDesign, Illustrator and Photoshop are mandatory
- Experience with any event management or registration system and software is an asset
- Experience with Mail Chimp, Constant Contact and other email marketing software

Benefits:

- Ability to occasionally work from home
- Flexible hours depending on workload
- Competitive compensation commensurate with experience
- Become an integrated member of a growing, dynamic team in a very culture-focused environment

To apply, submit your cover letter & resume to alex@eventsbyspark.com by January 30, 2015

little red.

branding | communications | strategy



About Little Red

www.littleredinc.ca

Little Red Inc. is a Calgary-based marketing consulting firm, specializing in strategic communications, marketing and brand development. Our expertise in communication planning and delivery and the design and development of marketing strategies have allowed us to be successful in our niche, supporting both large and small organizations.

We are proud to work with businesses and organizations across Alberta, from accountants and artists, technology start-ups and realtors, and any discipline in between. Strategic marketing and communication development is our specialty, and no matter what industry you fit in to, these are undoubtedly critical pieces of your overall business strategy.

Whether you are looking to create an entirely new marketing strategy for your business or product, have a fresh set of eyes audit your current marketing program, update your branding, or if you just need a sounding board for your marketing ideas, we would love to hear from you.

About Spark Event Management

www.eventsbyspark.com

Spark is a full service event management firm based in Calgary, Alberta that was created by pairing together our passion for business and events.

We bring a fresh, unique approach to the event management industry. We are not party planners. We are strategic event management partners. We understand that a properly executed event can be leveraged to support an organization's strategic vision, incorporated into a company's marketing plan, or used to build networks and client loyalty.

We approach every project with meticulous attention to detail and obsessive precision. Regardless of size and scope, we treat your event like a business with clear strategic goals, defined milestones, and a comprehensive plan to ensure that your event is delivered on time and on budget. At Spark, we put your organization first. We learn about your business, we focus on your challenges, and we plan events to support your goals. Laser sharp focus, unparalleled professionalism and exceptional service means clients can trust that their event is in capable hands.