



# Marketing Events Coordinator

## About You

You thrive on the challenge of being immersed in a fast-paced, and fast-growing company. You love to host a great party and would be passionate about developing memorable experiences for everyone that interacts with the iCompass brand. You get anxiety when you hear the word disorganization. You're a budgeting pro, with ninja-like spreadsheeting skills and most importantly, you are a go-getter that wants an opportunity to dive into Marketing, in a position with massive growth opportunities.

## About the Position

iCompass' revenue operations department is looking to add a critical member to the team! We are a small, but dedicated group that leads our industry in marketing and selling solutions to small/mid-sized local governments enabling them to be more open and efficient.

Our solutions help local government employees with limited resources and time excel at serving citizens. Known and trusted as local government experts, iCompass is an agent for intelligent innovation.

The Marketing Events Coordinator will play a critical role by orchestrating attention-grabbing events that help to make every interaction at a tradeshow or customer event memorable, while driving new sales opportunities. iCompass works in a remote environment so this job is open to people from across Canada, with preference to those located in Kamloops or Vancouver.

## How you'll make a big impact

- You will research, help develop and execute a marketing events plan
- You will manage the logistics including the budget for events to ensure they run smoothly and generate an excellent return for the investment
- You will develop relationships with organizers at key local government conferences across North America
- You will come up with cool swag ideas and design, order, and manage the inventory
- You will design tradeshow booths and coordinate customer events and conference social events that leave a big impact
- You will work with the Manager of Marketing Operations on email messaging, print materials and landing pages for each conference
- You will become an expert with our Marketing Automation Platform and CRM to build marketing lists, do reporting and send emails among other important duties
- There are also a number of other opportunities to learn new skills as our team expands and grows

## Desired Experience and Skills

- First and foremost – you are a quick learner and an excellent problem solver
- Stellar organization skills

- We hire on attitude and initiative, so no direct marketing experience is required, although 1–3 years marketing experience for a technology company would be preferred
- Undergraduate Degree in Business, Marketing and/or another related field or related experience
- Previous experience organizing marketing events like tradeshow, workshops, webinars and sales roadshows
- Creativity – you can come up with great marketing ideas, and use that creative flair to quickly solve complex problems
- Strong computer skills, primarily in Microsoft Excel and GSuite
- Strong budgeting experience or experience working in excel

## Other Requirements

- Comfortable representing the iCompass brand at conferences and other marketing events
- Occasional travel in Canada and the United States
- Strong computer skills
- Intimate knowledge of Microsoft Excel, Google Drive, Gmail and other common work-focused technologies

## Bonus Points!

- You've worked in the Marketo, Salesforce, Vidyard, GoTo Webinar and/or Influitive platforms
- You've coordinated tradeshow or other marketing events before
- You know how local governments and their legislative processes work
- You know how to use Adobe Photoshop or other graphic design tools
- You have basic HTML coding skills

## Why Work for iCompass?

iCompass is an award-winning software company, providing web-based solutions for all sized local governments in the areas of agenda management, records management, transparency and short-term rental identification/enforcement. The development of our industry marketing and sales systems/approach is being lead by an awesome team of super passionate people. We work in a start-up type atmosphere which means the job is fast-paced and always changing. If this sounds like a great fit then we should talk!

On top of this we provide our employees with some good perks:

- Flexible, remote working environment
- Attractive compensation plan with full benefits and Performance-based bonuses
- A fun, innovative atmosphere
- All the tools needed to do the job well
- Lots of opportunities for growth with the company

## To Apply

Email your resume and cover letter to iCompass Manager of Marketing Operations Jeremy Bosch at [jbosch@icompassstech.com](mailto:jbosch@icompassstech.com) before July 9th