



JOB POSTING

Event and Content Producer

About Institutional Connect: Founded in 2020, Institutional Connect specializes in connecting the institutional community with strategies aligned with long-term goals. We provide prescient insights and facilitate peer-to-peer dialogues through events and other platforms driven by senior executives from institutional investors in Canada and around the globe.

Visit our website at www.institutionalconnect.com to learn more.

Summary of the Role: Join our small, dynamic team as an Event and Content Producer, a pivotal role in producing event programs and content for the Institutional Connect portfolio. As the main liaison for content and speaker relations, you will assist with the full event cycle—from outreach and onboarding speakers to compiling and editing programs, managing logistics, and onsite delivery. You will leverage your forward-thinking mindset, problem-solving skills, creativity, and strong business acumen to achieve goals. This role offers significant career growth opportunities, with the potential to expand event portfolios and enter new markets.

This is a remote, full-time position based in the Greater Toronto area, with some travel required.

Key Accountabilities and Associated Tasks

Content and Speaker Relationship Management

- Manage content and speaker relationships throughout the entire event cycle, from concept to realization.
- Conduct intelligent outreach to senior-level speakers from pension fund organizations, aiming to convert them into speakers.
- Organize pre-event speaker calls to optimize content delivery.
- Work with select speakers on generating content for events and webinars.

Industry Research and Trend Analysis

- Research, read, and speak with leading executives in the industry to stay current on industry trends.
- Identify and collaborate with key industry constituents on themes and content relevant to the events.

Program Development and Compilation

- Compile event programs with the dual objectives of serving attendee and sponsor needs.
- Achieve program milestones (research, provisional program, speakers, finalization) by reasonable deadlines.



Event Participation and Content Delivery

- Actively participate in events on event dates to monitor program content delivery.
- Conduct onsite interviews with select speakers to capture insights and feedback.

Content Marketing and Strategy

- Participate in content marketing strategies, compiling marketing copies to maximize responses from potential attendees and sponsors.
- Compile content and work with speakers on webinars to ensure high-quality and relevant material.

New Market and Event Ideas Development

- Participate in strategies for new market and event ideas, contributing innovative concepts and approaches.

Additional Duties

- Perform other related duties as assigned to support the overall success and growth of Institutional Connect's event portfolio.

Qualifications and Experience:

- Post-secondary education in finance, business management, or related fields is an asset.
- 1-5 years of experience in event production, business development, or other client-facing roles.
- Experience working with a growing brand and successfully connecting with senior-level executives.
- Proven ability to work with multiple decision-makers within an organization and achieve objectives.
- Experience entering new markets or launching new service offerings with demonstrated results.
- Familiarity with the pension and/or investment industries is an asset.

Skills:

- Strong communication, negotiation, and presentation skills, with the ability to convey ideas concisely and effectively.
- Fluency in English is a must; familiarity with French is an asset.
- Quick learner of concepts, terminologies, and business cycles through research and client interactions.
- Relentless pursuit of goals and ability to foster empathy in others.
- Ability to generate and suggest ideas, follow through, and complete them.
- Decision-making ability under tight deadlines, often in complex situations.



- Thrives in a fast-paced, collaborative, and entrepreneurial environment.

What We Offer:

- Competitive salary plus bonus plan
- Career growth opportunities
- Comprehensive benefits package
- Flexible remote work environment
- Additional paid personal days dedicated to mental wellness and personal needs

To Apply:

Please send your resume along with a concise, professional summary to steffi@tullochconsulting.ca

Deadline to apply is on July 26, 2024.

Join us at Institutional Connect and join a team shaping the future of institutional investing!

Institutional Connect is committed to fostering an inclusive and diverse workplace. We welcome candidates of all genders, races, religious beliefs, and those with disabilities to apply. Our recruitment process is designed to promote equity, diversity, and inclusion (EDI), ensuring that every applicant is evaluated fairly and without bias. We strive to create an environment where all employees feel valued, respected, and empowered to succeed.