
**Freeman Audio Visual
Canadian Division**
Position Profile

Date Prepared:

Title: Marketing Manager

Dept./Designation 12 month contract

Direct Report: Director, Creative and Innovation

Why you?

You are the type of person who thrives in a fast-paced work environment and are not afraid to push the limits of optimization and digital media for all forms of content. You are interested in being part of a large company with a startup mentality within a rewarding culture that cares chiefly about its employees and customers. You enjoy managing multiple projects for various internal stakeholders.

Who are we?

Freeman is the world's leading provider of brand experiences, a global company of thinkers, designers, and doers. We're looking for a Marketing Manager to become part of our growing family.

What exactly is the position?

The Marketing Manager reports to the Director, Creative and Innovation and is responsible for managing and deploying a fully integrated marketing strategy for our Canadian business. This includes collaborating cross functionally with multiple creative, operations and sales team members across the Freeman enterprise to support marketing and branding efforts for each of our Freeman audiences including venues, corporate marketers and meeting planners etc.

As the Marketing Manager, you'll be a quick learner and a multitasking overachiever who loves all things marketing.

What will be your responsibilities?

- Managing the implementation of all facets of the national marketing strategy
- Coordinating digital marketing programs that reach and engage various customer segments in new and impactful ways.
- Managing internal digital resources for the team (i.e. photo galleries, swag store, marketing collateral, testimonials database, product catalog etc.)
- Write, coordinate, design and distribute email campaigns (both internal and external)
- Write case studies, thought leadership articles and blog posts

Freeman Audio Visual
Canadian Division
Position Profile

- Manage translations of marketing copy to French
- Maintain and report on analytics for all marketing campaigns (i.e. website lead, social media, tradeshow, etc.)
- Update, maintain, and translate website copy
- Coordinate and write content curation for Freeman AV Canada social media sites
- Coordinate digital advertisement requests
- Maintain customer, media, and employee email lists
- Maintain accounting (purchase orders, tracking, payments, budgets)
- Coordinate and manage marketing support for various brand experience campaigns in the industry (i.e. tradeshow, clients events and national sponsorships)
- Manage external suppliers and/or freelancers as required
- Perform other duties as assigned.

What skills/experience should you have?

- Degree or certification in business, marketing, communications, English or related field.
- Over 3 years of experience in the execution of marketing strategies to meet organizational objectives
- Experience within the meetings and events industry an asset.
- You can HTML code and use content management systems for website development and email campaigns (i.e. mailchimp)
- You're a social media superstar
- Stellar interpersonal skills – you'll be working with all levels of seniority.
- Independent thinking, problem-solving skills, discretion, and integrity are a must
- Thorough knowledge of branding principles
- Willingness to get your hands dirty when the team needs you.
- Basic graphic design skills an asset (familiarily with canva an asset)
- High-level organization skills in an always-changing environment
- Computer proficiency (and you love tech just as much as we do).
- Willingness to work flexible hours and travel up to 5% of the time.
- Robust verbal and written communications skills.
- Bilingual an asset

What are we not looking for?

- Someone who is “me” driven. Freeman believes in you as long as you believe in the team. The rest takes care of itself.
- Did we mention wanting routine, not organized, and not believing in leadership by action and example?
- Not interested in a rewarding career path that you are personally involved in creating, or being mentored by the brightest minds in the event industry.