

Marketing Manager

Permanent, Full-Time

With 300,000 square feet of convention space, a central location in the Fallsview Entertainment District, walking distance to 4,000 branded guest rooms and easy access to wine country, you can plan to be impressed by Niagara Falls Convention Centre — Niagara’s largest meetings and events facility.

The **Niagara Falls Convention Centre (NFCC)** in partnership with Niagara Falls Business Events (NFBE) is looking for a dynamic professional to join our team as a **Marketing Manager**.

Reporting directly to the Director of Sales and Marketing, the Marketing Manager will apply developed skills in communications, content creation and marketing insights to support the day-to-day and long-term communications, public relations, media, website, creative design and brand management functions of the Niagara Falls Convention Centre and Niagara Falls Business Events. The Marketing Manager will focus on devising and executing the marketing programs and strategies that will contribute to the Convention Centre and Destination’s growth and future success.

Key Responsibilities include but are not limited to:

- Serve as a ‘brand steward’, being responsible for the administration of NFCC & NFBE brand through traditional and new media channels (i.e., both internal and external);
- Analyze competitive product/service offerings, internalize market dynamics, prioritize client needs and translate that into a tactical roadmap for internal use by NFCC & NFBE Sales and NFCC Events departments;
- Coordinate the execution of various marketing projects and campaigns with the collaboration and support of various stakeholders, consultants and/or third parties;
- Organize and communicate the corporate message in all advertising, promotions and media activities;
- Coordinate and maintain the corporate website, mobile site and social media (e.g., LinkedIn, YouTube, Facebook, Twitter, Instagram);

plan to be impressed.

- Responsible for collecting market data from internal and external sources, analyzing this data and producing quantitative reports covering market trends, competitor information and key success factors;
- Work collaboratively with the NFCC & NFBE Sales department to understand target markets and coordinate the marketing plan in accordance with these markets;
- Apply skills and departmental resources towards the success of the NFCC & NFBE by providing support to other Convention Centre Departments (e.g., Sales, Events, Administration, HR, Facilities, Engineering and IT).

Abilities/Technical Requirements:

- Education at the post-secondary level, ideally in Marketing, Business Communications or Public Relations;
- 3 to 5 years of progressive experience in at least one area of communications (e.g., public relations, corporate communications, writing and editing, media or content management), or an equivalent combination of education, training and/or relevant industry experience;
- Excellent writing, editing and communication skills for the creation of print and online materials, marketing/advertising collateral, digital media content and public relations releases;
- Related experience with print, broadcast, digital, multi-media, and social media, and the ability to apply technical skills towards the development of effective and successful marketing campaigns;
- Experience in managing a communications unit and in developing strategic communication initiatives;
- An understanding of marketing metrics and measurements, as well as the application of progressive marketing insights;
- Experience in budgeting and strategic marketing planning;
- Working knowledge and proficiency in web/HTML, SEO, CMS, etc.;
- Basic fundamental knowledge of Microsoft Office Suite programs and Apple macOS software (e.g., Garage Band, iMovie, iPhoto, Keynote, etc.) and e-mail marketing software.

Personal Qualifications:

The successful candidate is expected to excel and stay true to the following:

- Strong interpersonal and communication skills;
- Good organizational and problem-solving skills;
- Extremely motivated and a self-starter;
- Analytical with exceptional attention to detail;
- Demonstrated judgment and decision-making ability;
- Ability to work under pressure and strict deadlines;
- Ability to be flexible, anticipate needs, and work in a fast-paced environment with changing priorities and deadlines;
- Highly creative with an appreciation for quality and design;
- Ability to work independently or collaboratively in a cross-functional environment;
- Strong team orientation and ability to work knowledgeably and effectively with a wide range of industry stakeholders;
- Demonstrated ability to coordinate efforts to deliver results.

How to Apply

Email your resume and cover letter to careers@fallsconventions.com with the subject heading "**Marketing Manager**" The deadline to apply is Monday, January 24th, 2022.

Niagara Falls Convention Centre is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes and work environments.

If you are contacted for a job opportunity, please advise Human Resources of any accommodations needed to ensure you have access to a fair and equitable process. Any information received relating to accommodation will be addressed confidentially.

We thank all candidates for their interest and will directly contact those selected for an interview.