

# Marketing Manager

## Permanent, Full-Time

With 200,000 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)** 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, paid advertising campaigns and brand management functions of the Niagara Falls Convention Centre. The Marketing Manager will focus on devising and executing the marketing programs and strategies that will contribute to the Convention Centre’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 brand through traditional and new media channels.
- Analyze competitive product/service offerings, internalize market dynamics, prioritize client needs and translate that into a tactical roadmap for internal use by NFCC.
- 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 NFCC website and social media.

- 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 Sales department to understand target markets and coordinate the marketing plan in accordance with these markets.
- Produce copy for website, digital advertising, print advertising and in-house collateral.
- In coordination with DOSM, various duties when and as they arise based on NFCC requirements.
- Apply skills and departmental resources towards the success of the NFCC 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, website development, broadcast, digital, multi-media, and social media, and the ability to apply technical skills towards the development of effective and successful marketing campaigns.
- An understanding of marketing metrics and measurements, as well as the application of progressive marketing insights.
- Experience in budgeting and strategic marketing planning.

## 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](mailto:careers@fallsconventions.com) with the subject heading "**Marketing Manager**".

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.