

Marketing & Events Coordinator

We have a dynamic team of marketing professionals who are highly motivated to provide exceptional support to our lawyers and clients. We are currently recruiting for a Marketing & Events Coordinator to join our team in either Edmonton or Calgary.

Position Overview:

Reporting to the Marketing and Business Development Manager, the primary focus of this role is to assist with planning, development, and implementation of external client events, seminars, and webinars. The role is ideally suited to a self-starter with strong organizational and event planning skills, and experience in project management in a fast-paced setting, ideally in the professional services sector. The role will contribute to the development of digital campaigns, creative initiatives, providing website support, and supporting social media and email marketing initiatives as well as speaker management and event operations support (managing PowerPoint presentations submissions, printer vendors and shipping coordination). The role will work closely with the marketing and communications team members to support the launch, marketing campaign, management and execution of all firm external events.

Job Responsibilities:

- Planning, organizing, and executing all events, including in-person and virtual events, for all practice groups and individuals
- Organizing client-facing larger firm events annually
- Proposing unique and new event ideas for consideration within marketing
- Assisting with organizing and managing firm sponsorships including coordinating speakers, exhibitor onsite requirements, sponsorship benefits
- Support the coordination and execution of digital marketing efforts and email marketing campaigns to confirmed speakers and attendees
- Speaker management support, including ongoing direct communication with Conference organizers to help coordinate speaker agreements, presentation materials, and prep calls
- Planning, organizing, and executing educational sessions, webinars, and seminars
- Assist with event preparation requirements as needed (i.e. registration materials, name tags, tent cards, attendee materials, printing needs, shipping requirements and master file management)
- Participate in seminar preparation and execution, including scheduling dry-runs with speakers, creative and construction
- Assist with event/sponsorship partnership agreements in conjunction with the Marketing and Business Development Manager
- Other marketing assistance as needed

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Our Ideal Candidate:

- A self-starter who takes the initiative and is able to execute on events with little oversight
- Is a strong team player with a positive work ethic and attitude
- Demonstrates a high level of accuracy and attention to detail
- Demonstrates strong time management and organizational skills
- Has excellent interpersonal, communication, customer service, and relationship building skills in working with individuals or groups
- Demonstrates commitment to privacy, confidentiality, and ethical conduct
- Is able to handle multiple tasks efficiently and work well independently with little supervision
- Ability to manage changing priorities in a high-pressure environment
- Is energetic, self-motivated, results-oriented, proactive, highly collaborative, and a team player

Key Qualifications and Education:

- Bachelor's Degree/Diploma in Business, Event Management, Marketing, or relevant experience
- Strong project management skills
- 3+ years' experience in event organization, preference for legal marketing or professional services experience

What you will find at McLennan Ross:

- A highly professional environment that is built on a strong culture and spirit of teamwork
- The opportunity to work with a wonderful marketing team, in a mentoring environment
- Proven high quality of service and commitment to our clients and each other

Career Package:

We offer a challenging and progressive work environment together with an excellent and competitive salary/benefits package commensurate with qualifications and experience.

Qualified and talented candidates may submit their resume via email and include a cover letter to include some career highlights that demonstrate a strong fit to our requirements to:

McLennan Ross, Human Resources
600 McLennan Ross Building
12220 Stony Plain Road NW Edmonton, AB T5N 3Y4
E-mail: HR@mross.com

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About McLennan Ross:

At McLennan Ross, you will find a community of people who are passionate about the work we do and who genuinely value and support one another. While we foster a team approach, we also value the diverse contributions and individuality of all our members.

With a shared commitment to excellence, we make a national impact through our work with clients across Canada. Our lawyers have been involved in numerous landmark cases, at all levels of the Canadian judicial system, including the Supreme Court of Canada. Many of our cases have profoundly affected the legal framework in which many businesses operate today.

Our open-door policy means you will benefit from a strong support base. It is our deep-seated belief that through continuous collaboration, we are not only providing our clients with the best possible service, we are cultivating an environment where everyone has the opportunity to learn and grow.

As a firm, we are defined by our values. They drive us. They inspire us. They inform everything we do.

Our Values:

1. Unrivaled Client Focus

Our client experience is second to none. We strive for excellence in Law and are always looking for creative, practical solutions to get the best results for our clients and the firm.

2. Passionate and driven

We're all in! We are passionate about the work we do and are driven by results.

3. Genuine and approachable

We are unpretentious and no one calls us stuffy. We welcome diversity and know that we are better together.

4. Make a difference

We care about our clients, our community and each other and we want to make a difference in the lives of those around us.

Visit us online at mross.com.