

Manager, Marketing & Communications

Canadian Western Agribition (CWA) is looking for a full-time Manager of Marketing & Communications who has a passion for marketing and thrives on working in a fun, fast-paced, event driven environment. You will get to experience all elements of marketing including media management, strategy, design, promotions and communications. This is a unique opportunity to expand your marketing knowledge, broaden your network both domestically and internationally and experience the exciting event industry.

What you'll get:

- The chance to work with a wide network of sponsors, clients, media companies and industry partners
- A close-knit team of co-workers eager to get to know you and help you succeed
- A flexible work environment, respectful of work-life balance
- The opportunity to create and execute new ideas
- Experience managing a diverse group of stakeholders, clients, staff and service providers
- Rewarding and challenging experience at a world-class and world-renowned agricultural event

What you'll do:

- The primary function of this role is to develop and execute CWA's marketing and communications programs
- Develop and implement CWA's marketing strategy
- Coordinate and execute advertising campaigns for a variety of media including television, print, radio, outdoor, social media, etc.
- Budget management
- Develop creative design for print advertising and promotional materials including posters, brochures, reports, etc.
- Manage and advance CWA's social media accounts (Facebook, Instagram, Twitter)
- Website management
- Prepare news releases and manage media lists
- Plan and implement media events and oversee CWA's newsroom during the show
- Manage several show-time staff including CWA Newsroom, Content Team and external service providers/contractors

What you'll bring:

- University degree, diploma or certificate in marketing, business administration, communications or 3-5 years experience in the marketing and/or communications industry
- Strong knowledge of marketing, including familiarity with advertising, communication and promotional strategies
- Proficiency in the Microsoft Office suite of programs, Adobe Photoshop, Adobe InDesign
- Ability to work well with others and an extremely positive team attitude
- Above-average written and oral communication skills
- Effective organizational, administrative and time management skills; strong problem-solving skills; attention to detail
- Knowledge of the agriculture industry and Canadian Western Agribition is considered an asset
- An understanding of large-scale event delivery



CANADIAN WESTERN AGRIBITION
NOVEMBER 25 - 30, 2019

About Canadian Western Agribition (CWA): CWA is Canada's best beef cattle show and has grown into Regina's largest annual attraction. CWA is home to one of the largest trade shows in Canada, a unique western lifestyle and livestock expo, and a platform for agricultural education. CWA has been operating in Regina since 1971 and is a proud member of the community.

Canadian Western Agribition is an equal opportunity employer. The successful candidate will receive a compensation package including salary, performance incentives, health & wellness credits, paid vacation, health & dental benefits, an RRSP plan, and professional training opportunities.

To apply, send resume and cover letter to careers@agribition.com

Qualified candidates will be contacted by phone and/or email. Only those selected for interviews will be contacted but we thank all candidates for their interest in Canadian Western Agribition.