

Community Engagement Manager

Are you a people person with a passion for planning? Are you an excellent communicator with an obsession for organization? Are you looking for an opportunity to use your organization and people skills to drive growth for an innovative, Calgary-based SaaS company?

We are looking for a dynamic, creative professional with exceptional organizational skills, high attention to detail and team player to join our marketing team.

What you'll be doing:

As a member of our growing marketing team, you will be responsible for identifying industry events that align with our marketing and growth strategy. As the primary point of contact for industry trade shows and internal events you will work closely with industry organizations and suppliers.

You will also be responsible for organizing unforgettable online events and webinars, conducting an evaluation following each event and applying the learnings of each event for future events.

- Research and identify trade shows, conferences, sponsorships and other events that align with WaitWell's growth strategy
- Source, negotiate, plan and coordinate with event suppliers, partners, presenters and other stakeholders for events
- Manage booking of events and equipment rentals
- Manage local and remote event booth setup, tear-down, shipping and tracking
- Supports the Marketing team on collateral, swag, and other promotions
- Organize online events and webinars hosted by Waitwell on a Monthly basis for existing a new customers
- Coordinate pre-event marketing campaigns with the Marketing team including email marketing, social media etc.
- Identify and manage the booking of necessary travel arrangements, accommodations and other logistics for staff attending the events.
- Create and update event manuals and processes
- Create and manage event-related budgets and contracts

- Report and evaluate key performance indicators for event and marketing initiatives and work to improve future events
- Schedule and prepare regular event updates. Report and evaluate key performance indicators for event and marketing initiatives and work to improve future events
- Coordinate and manage relationships with industry organizations
- Attend events as required

What you'll need:

- A degree or diploma in marketing, event planning, or related field preferred
- 5 + years proven experience carrying out event marketing efforts, including event planning, attendance, and reporting
- 3 + years proven experience with various social media platforms (LinkedIn, Twitter, Facebook, Instagram) creating content and engagement
- Exceptional logistic, communication, project and budget management skills, with the capacity to manage multiple projects simultaneously
- Experience managing a wide range of events, from large-scale conferences to social team building events to monthly high-impact webinars
- Experience creating marketing materials and working editing programs such as Canva and Vimeo
- Ability to apply industry standard best practices in everything and anything you do as it relates to your job
- Ability to proactively identify problems, issues in a timely and consistent manner
- Ability to constantly learn new techniques, processes etc. and proactively apply those learnings to your work
- Ability to function as a team player and leverage your team's strengths to get your goals accomplished
- Ability to perform some required physical setups and heavy lifting
- Ability to work occasional evenings and weekends, specifically around the event schedules
- Valid passport and willingness for some travel

Salary and Benefits:

- \$50,000 - \$70,000 per year
- Extended health benefits
- Paid vacation, stat holidays
- Opportunity for professional growth and advancement

**Location:**

This position will be a hybrid position. WaitWell places a high value on teamwork, collaboration, and culture. Some days working at our Calgary office will be required and there is an opportunity to work at the WaitWell office full-time if preferred.

Why WaitWell?

WaitWell is a small Calgary-based start-up with big plans to grow our business into something massive. We believe that "fast is the way forward". We are not afraid to take risks, so we try new things every day. When we win, we celebrate. When we lose, we learn. As part of a small team, you will work closely with the executive/founding team, all of whom have decades of experience in scaling SaaS companies, including some of Alberta's most well-known tech companies. You will be close to the action and have the opportunity to learn new skills and make a contribution in an exciting, fast-paced environment.

Ready to do something big?

Send your resume to jfong@waitwell.ca and cover letter letting us know why you'd be a great fit for WaitWell.

About WaitWell

Founded in Calgary in 2020, WaitWell is focussed on solving the very real problem that many organizations face: customers have to wait for service, but standing in line is a terrible user experience. WaitWell offers a powerful dashboard, as well as Reports & Analytics to give operators valuable insights into the customer wait experience, service times, ticket volumes and staff performance. WaitWell improves customer experience at Universities, museums, recreation centres, retail stores, clinics and anywhere else people have to wait for service.