



Event Manager (Full-Time)

Company Description

Founded in February 2018, CAASA is a fast-growing trade association created to represent Canadian alternative investment managers, investors, and service providers across Canada and globally. We are looking to add an Event Manager to our team who will take on the key responsibility of coordinating all small to medium in-person and virtual events as well as managing our strategic industry partnerships. This is a small but mighty team offering hands on experience with an entrepreneurial organization.

Job Requirements

Education, training, experience:

- 5 + year of experience in event management
- Knowledge of Investor Relations and/or capital markets is an asset
- Bachelor's degree or equivalent, with an emphasis on marketing and/or event management
- Impeccable relationship-building and communication skills
- Preference given to those with experience in the association and not-for-profit industries

Knowledge Required: Association Management, CRM databases, Canva, Email Campaigns, LinkedIn

Skills & Abilities Required:

- Ability to configure and operate virtual event technology (Jujama) and Zoom
- Attention to detail and strong organization skills
- Experience working with MS Word, Excel, Outlook, PowerPoint, WordPress, and CRM databases (Creatio)
- Ability to work both independently as well as a part of a tight-knit team
- Excellent writing, listening, speaking, and organizational skills
- Ability to learn and understand investment industry terminology and regulation in the Canadian marketplace
- Experience working with survey tools preferred

Overview of Responsibilities

The Event Manager will work closely in a small team with an entrepreneurial environment and ability to think ahead. The successful candidate will consistently implement and apply the existing growth strategy and generate new ways to engage with and promote current initiatives and events to members.



The successful candidate will research and secure venues (as local mandates allow), manage and assist in planning the annual events calendar as well as negotiate quotes and agreements with vendors, and monitor timeframes and budgets. The Event Manager will work closely with our Social Media Coordinator on event marketing as well as with all members of the team as events are at the core of what we do.

Detailed Responsibilities:

- Execute the full in-person and virtual event plan including but not limited to sending RFPs, researching, sourcing, and coordinating entertainment, décor, rentals, catering, displays, dietary requirements, event security
- Act as primary liaison with event venues, suppliers, and vendors - ensure all event requirements are communicated and executed in a timely manner
- Act as primary liaison with event attendees and sponsors - ensure ongoing and clear correspondence of relevant event information, deadlines and respond to event related inquiries in a timely manner
- Maintain ongoing registration lists via the CRM / Event Management Software (Creatio)
- Coordinate the development and production of event-related marketing materials alongside the Social Media Coordinator
- Prepare pre- and post- event briefs focused on current event status and feedback
- Manage event budget and coordination of invoicing with the Accounting Manager
- Ability and flexibility to travel to CAASA Conferences and events, at various times throughout the year
- Engage with strategic partners within the industry to promote CAASA and other industry events

Location & Hours: Downtown Toronto office (core, direct PATH access). Hybrid work environment with general office hours from 9am – 5pm with some evenings (as required for event staffing once back in-person).

This role is a full-time, permanent position in a growing organization. Salary starting at \$70,000/year plus medical and discretionary bonus. Room to grow with annual compensation reviews.

Please apply online via the CAASA website. Applications should be submitted by Friday, April 8, 2022 for review.