

## Canadian Greenhouse Conference (CGC)

The CGC is a non-profit organization dedicated to running a yearly 2-day trade show with educational sessions. The CGC is usually held in early October in Niagara Falls, Ontario. This conference is targeted at Canadian agricultural producers that grow food, ornamental, and medicinal crops in controlled environments like greenhouses and vertical farms. The CGC is dedicated to supporting and advancing the Canadian greenhouse sector through education, knowledge transfer, and research.

### Marketing and Event Coordinator

As the Marketing and Event Coordinator, you will work collaboratively with the Executive Coordinator and CGC committees, and report to the Board of Directors. Your responsibilities include but are not limited to:

- Organizing and attending regular meetings of the various committees and completing the action items.
- Proposing and implementing advertising, marketing, and promotional ideas.
- Managing website content and ensuring it is current, functional, informational, and engaging.
- Preparing the logos and graphics for use in emails, online, and in print.
- Assisting in the development of the yearly conference theme.
- Developing and maintaining a sponsorship program by communicating with existing sponsors and seeking new opportunities.
- Coordinating all aspects of pre-conference activities in consultation with CGC committees.
- Organizing all functions related to the speaker program.
  - Preparing editorial content, speaker biographies, session overviews for use online and in publications.
  - Facilitating arrangements for speakers and specified guests regarding fees, travel arrangements, accommodations, presentations, speaker expense accounts, etc.
  - Request proposals for and negotiate terms with Audio Visual service provider.
  - Managing the CGC on site during the week of the conference

#### What we offer:

- Very flexible work schedule and working remotely.
- Compensation commensurate with knowledge and skills.

#### Qualifications:

- Post-secondary education (completion of a recognized event planning certificate is beneficial).
- Previous experience with event planning or management is preferred.
- Computer skills (Microsoft office, website design, social media).
- Excellent organizational, planning and time management skills.
- Strong interpersonal and communication skills, both verbal and written.
- Prepared to work additional and sometimes long hours leading up to and during the conference.

#### Job Type:

- Contract (yearly or multi-year contracts can be negotiated).

#### Interested persons may forward resume to:

- Lorne King, CGC Trade Fair Committee Chair – [Lorne.King@plantproducts.com](mailto:Lorne.King@plantproducts.com)
- Shalin Khosla, CGC Board of Directors Chair – [Shalin.Khosla@gmail.com](mailto:Shalin.Khosla@gmail.com)