



GL events
SQUARE-BRUSSELS CONVENTION CENTRE
LE PALAIS DES CONGRES DE BRUXELLES
HET CONGRESPALEIS VAN BRUSSEL

is looking for a

Marketing & Communication Manager

JOIN THE TEAM !

Company

SQUARE-BRUSSELS CONVENTION CENTRE is part of the international group GL events which is a world-class provider of integrated solutions and services for events operating across the three main market segments:

- Congresses, conferences and conventions;
- Cultural, sports and political events;
- Trade fairs and exhibitions for professionals and the general public.

Ideally located in the historic and cultural heart of Brussels, SQUARE-BRUSSELS CONVENTION CENTRE is known as the European Premium Venue. Reopened in September 2009 after a top-to-bottom refurbishment, SQUARE now offers 13,000 sqm of meeting space and can easily host all kinds of events, with its biggest auditorium seating up to 2,200 people. SQUARE also offers 25 meeting rooms of 40 to 2,200 people, for a total capacity of 7000 delegates. Our clients come from the corporate, associative and institutional sector from all over the world.

Team SQUARE is a balanced dynamic team composed by seasoned experts and creative young professionals whose mission is to host and organize more than 250 events a year, a real challenge!

Missions

- Realise market studies, competition benchmarks and identification of new prospects and market trends
- Define the acquisition and loyalty strategies to achieve pre-defined goals and to implement the marketing & communication plan
- Draw the media plan and follow up of the defined on/ off line actions
- Set out a budget, follow up the estimates & invoices and reporting
- Create sales tools such as films, print advertisements, brochures, ... in line with key marketing goals and brand image, products & services
- Support the sales events and promotional activities during shows such as IMEX Frankfurt show, IMEX Las Vegas show, IBTM Barcelona fair, Cvent conventions, ...
- Manage social media & website updates
- Follow up the SEA & SEO actions and the monthly reports
- Coordinate the actions with external partners, such as agencies and studios, internal operation departments, as well as with the marketing and communication team at GL events' headquarter in Lyon (France).
- Building-up and manage various PR events projects to create partnerships and maintain relationships with industry influencers and key strategic partners

Profile

Proactive, creative and digital minded.

Master in marketing and/or communication.

Proven experience min 3-5 years in an international communication agency

Skills

Min requirement: trilingual Dutch, English, French (level C1 : spoken & written)

Pack office and Adobe.

Contact: Samia CHELLY - samia.chelly@square-brussels.com

<https://www.square-brussels.com/en/>