

SQUARE-BRUSSELS CONVENTION CENTRE is looking for:

MARKETING, COMMUNICATION & BUSINESS DEVELOPMENT ASSISTANT

Company

SQUARE-BRUSSELS CONVENTION CENTRE is a 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 boasts 27 meeting rooms of 40 to 1,200 people, for a total capacity of 6750 delegates. Our clients come from the corporate, associative and institutional sector from all over the world.

Team SQUARE is a balanced mix of seasoned professionals and youthful creative energy whose mission is to host and organize more than 250 events a year, a real challenge!

We are looking for a **Marketing, Communication & Business Development assistant**.

Mission

- Take part to the acquisition and loyalty strategies to achieve pre-defined goals and to the creation of the marketing & communication plan
- Market study, competition benchmarking and identification of new prospects and market trends
- Follow up of the define on/ off line actions
- Create (with agency) sales tools such as films, print advertisements, brochures,... in line with key marketing goals and brand image
- Manage social media & website updates
- Follow up the SEA & SEO actions and the digital agency 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
- Support the sales events and promotional activities, such as IMEX Frankfurt Show, IMEX Las Vegas show, ITBM Barcelona fair, The Meetings Show (London), Salon Réunir (Paris), etc.
- Follow up the estimates & invoices and report in the budget table
- Create presentation templates in PowerPoint
- Support in the bids & tenders writing.

Profile

- Proactive, creative and digital minded.

- Bachelor in marketing and/or communication.

Skills

- Perfect trilingual: Dutch, English, French.
- Pack office (Word, Excel and PowerPoint).