

Lead Game-Changing Events & Experiential Marketing at Durabuilt!

Are you a visionary leader with a proven track record in creating unforgettable brand experiences? We're searching for a dynamic individual to own and elevate Durabuilt's event and activation strategy—transforming how we engage with clients, partners, and employees.

As one of Western Canada's largest window and door manufacturers and a Platinum Member of Canada's Best Managed Companies, we are on a trajectory of massive growth. We need a passionate event leader who thrives on crafting immersive experiences that enhance our brand, drive engagement, and contribute to business success.

ABOUT THE ROLE

Do you love bringing brands to life through exceptional in-person experiences? Are you energized by fast-paced environments where creativity meets strategy?

As our Events & Sponsorships Manager, you'll take the lead in conceptualizing, planning, and executing high-impact event strategies and activations that showcase the Durabuilt brand in innovative ways.

This role is all about turning ideas into immersive experiences—whether through stunning trade show exhibits, showroom activations, client events, or internal celebrations. You'll work cross-functionally with sales teams, leadership, and external partners to ensure flawless execution and measurable results.

If you're ready to elevate brand engagement through best-in-class events, we want to hear from you!

ACCOUNTABILITIES

Experiential Strategy and Brand Activation (30%)

- Collaborate with leadership to define experiential marketing goals and integrate them into the overall marketing strategy.
- Bring the Durabuilt brand to life through unique, engaging, and interactive experiences tailored to diverse audiences, build event channel plans for the following: homeowners, builders, dealers, architects/designers, recruitment.
- Identify and develop sponsorship opportunities, ensuring alignment with the company's strategic goals.
- Develop and maintain a yearly event calendar per channel, budget, deadlines, resources, and execution plans.

Lead Event Management (50%)

- Strategically plan and execute a variety of experiential events, including tradeshow, product launches, client activations, sponsorship activations, and internal events.
- Oversee all aspects of event logistics, including venue selection, partner relationships, sponsorship, vendor management, contracts, and AV requirements.
- Develop and manage event budgets, ensuring cost efficiency and ROI tracking.
- Conceptualize creative booth designs and event experiences that enhance brand storytelling.
- Work closely with marketing and sales teams to align event strategies with company objectives and customer engagement goals.
- Coordinate pre- and post-event communication, including promotional activities, media coverage, and PR strategies.
- Analyze event performance metrics and create detailed post-event reports, identifying successes, areas for improvement, and recommendations.

Event & Sponsorships Manager

Edmonton, AB



Visual Identity and Brand Management (20%)

- Plan and manage promotional and collateral inventory, ensuring alignment with event needs.
- Work with external vendors to design and produce event-specific materials, including signage, giveaways, videos, branded merchandise etc.
- Coordinate the distribution and tracking of merchandising assets across various business units and events.

EDUCATION / EXPERIENCE

- Bachelor's degree in Marketing, Event Management, Communications, or a related field.
- **Minimum of 7+ years** of experience in event planning, experiential marketing, or a similar role, preferably in the construction or manufacturing industry.
- Proven success in executing large-scale events and tradeshow.

SKILLS

Key Competencies

- Strong understanding of experiential marketing strategies and consumer behavior.
- Exceptional project management skills with a proven ability to manage multiple priorities under tight deadlines.
- Creative thinker with a passion for developing engaging, memorable experiences.
- Strong negotiation and vendor management skills.
- Detail-oriented with excellent time management and organizational skills.

Technical Skills

- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Microsoft Office Suite.
- Familiarity with event management software and CRM tools such as Salesforce is an asset.
- Basic photography and videography skills are an advantage.

Preferred Traits

- A proactive, results-oriented mindset.
- Excellent communication skills with the ability to engage internal and external stakeholders.
- Resilience under pressure and the ability to adapt to evolving priorities.

SEND US YOUR RESUME!

We embrace diversity and offer equal opportunities to all qualified applicants regardless of origin, culture, ethnicity, age, ability, gender identity, sexual orientation, or faith. Thank you to all those apply and those who are short-listed will be contacted.

About Us

Our values are at the core of everything we do!

- **Innovative.** Think ahead to stay ahead.
- **Driver.** Stay hungry and act with urgency.
- **Ownership.** No excuses. 100% accountability.
- **Caring.** For employees, partners, and the community.
- **Individual.** We work with great people and expect a lot from them.

We are one of Western Canada's largest window and door manufacturers servicing consumers, contractors, and retailers. Established in 1988 and headquartered in Edmonton, Alberta, it's not just Durabuilt's innovative manufacturing and design that places us on the list of Canada's Best Managed Companies – **it's also our people.**

all about you.

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