



Junior Marketing and Communications Coordinator

BOATsmart! Canada is a leading supplier of educational and marketing services to Canada's boating consumers. We're proud to be Canada's Boating Educator and the largest Pleasure Craft Operator Card ("boating license") service provider in Canada. Our award winning program offers bright, energetic and success-oriented individuals a fast paced and rewarding work environment. If you're looking to build a career in sales, promotions and event based marketing you'll love the job we have for you.

Visit us today at BoatSmartExam.com/greatjobs

We are currently filling a position for **Junior Marketing and Communications Coordinator**.

Nature and Scope of Position

The primary responsibility of the Marketing & Communications Coordinator is to coordinate and enhance marketing-communications activities and event based marketing resources for BOATsmart! Canada. You will also be asked to support marketing and public relations activities as identified by the Director of Marketing and Communications. The position will be located at BOATsmart! Canada's national office located in Peterborough, ON.

Key Job Tasks:

- Monitor and report performance of marketing-communications activities
- Assist Director of Marketing by coordinating the design, production, and copy development of marketing and communications materials including print, electronic, etc.
- Assist the Event and Marketing Coordinator in booking and organizing tradeshow and special events and manage tradeshow resources
- Assist with the preparation of event details and sales objectives on a weekly basis
- Source, purchase and coordinate inventory of promotional materials and resources for BOATsmart! Canada's Live Event Marketing program
- Coordinate media and public relations
- Copy development and content coordination for BOATsmart! Canada's website and social media channels
- Other duties commensurate with the position, as required

Qualifications / Education:

- Bachelors Degree, Diploma or equivalent education / experience (1-3yrs) in Public Relations, Communications or Marketing
- Copywriting, media-writing
- Competency with Microsoft Office suite; including Word, Excel and PowerPoint
- Experience with Adobe Creative Suite (Adobe CS4 - desktop publishing / layout & design aspects) an asset
- Experience with website Content Management Systems (HTML knowledge) an asset



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- Experience with Live Event and Promotional Marketing an asset

Competencies:

- Strong customer-service orientation
- Strong organizational skills, and the ability to multitask
- Ability to receive and follow direction
- Detail oriented
- Creative thinker who can balance the creative process with brand adherence
- Flexible approach to work and job (including some irregular hours and/or weekend work) requirements
- Self-motivated to meet or exceed goals and objectives
- Team player
- Ability to work in a fast-paced, energetic environment with minimal supervision

INTERESTED CANDIDATES SHOULD SUBMIT A RESUME BY FAX OR EMAIL:

BOATsmart! Canada
greatjobs@boatsmartexam.com

F: (705) 745-6243

We thank all applicants for their interest; however only those selected for interviews will be contacted.

BOATsmart! Canada is committed to providing a safe and enjoyable workplace that provides the opportunity for qualified candidates to learn from and have a positive impact on the success of our organization.