

# Promotional Teams Coordinator

# OF AVAILABLE POSITIONS - ONTARIO: 1

START DATE: IMMEDIATE

## JOB DESCRIPTION

BOATsmart! Canada Promotional Teams visit communities across Ontario and British Columbia to promote Recreational Boating, conduct Media Appearances and certify boaters for their Pleasure Craft Operator Card. As a key element of our Event Marketing program you will manage 6 Promotional Teams and be challenged with the responsibility of managing 16+ staff, co-ordinating and scheduling events, reporting to our corporate sponsors and co-ordinating Media and PR appearances. You will also manage Team expectations and sales objectives, and be responsible for the overall sales performance of BOATsmart! Canada's Promotional Team.

### As a successful Promotional Teams Coordinator you will:

- Manage 6 Promotional Teams, including more than 16 staff
- Co-ordinate and schedule 160+ events per year
- Establish team objectives and monitor performance
- Hire, train and manage staff and provide ongoing support
- Conduct weekly management meetings with Promotional Team Leaders
- Manage sponsor relationships and reporting
- Motivate staff to achieve event goals and objectives, including sales of BOATsmart! Canada products and services
- Schedule & conduct media and PR events
- Pre-promote events through various media channels
- Ensure workplace health and safety standards are maintained

This position is an opportunity to travel and work with an exciting and energetic team. It's also an excellent opportunity to build your career in **Events Marketing and Promotions**.

# BONUS!



### WANT TO GET PAID TO GO BOATING???

Have fun on the water with BOATsmart! Canada! A number of our events include the opportunity to be on the water promoting recreational boating! Our "Team Development Days" are also a time to kickback and have some fun with your fellow teammates - **Wakeboarding, Waterskiing and BBQs included!**

# BOATsmart!

CANADA



**Build your Marketing Skill & Experience!**

**Manage an Energetic and Exciting Team!**

**Challenge yourself with a rewarding Career!**

# BOATsmart!

CANADA

**FOR EMPLOYMENT INQUIRIES CONTACT**

**Cameron Taylor**

President & Marketing Director

Toll Free: 1-877-792-3926 x212

cameron@boatsmartcanada.ca

# Promotional Teams Coordinator

## DETAILS

As the Promotional Teams Coordinator you will be trained by management staff in key skills areas including Sales Management, Staff Management and Event Marketing.

## PAY RATE

- Annual Salary starting at \$31,500+
- Quarterly Performance Bonus
- Annual Profit Share Program
- Our policy is to provide a daily per diem and travel expenses when traveling out of town. Vehicle is provided where necessary.

## SKILLS/INTERESTS/QUALIFICATIONS REQUIRED

Experience in customer service, employee management, event management and program co-ordination are a definite asset. Candidates who excel in leadership, organization and communication skills will be favoured for this position, however, you will have an excellent opportunity to develop these skills on the job and further your skills for future career opportunities. **The following experience/skills are required:**

- **Minimum of 2-3 years of Event Marketing, Promotions and/or Program Management experience**
- Must have **Sales experience** and be able to lead sales teams
- Should be proficient in desktop computing, including skills in Microsoft Word, Outlook, Excel and Adobe PDF
- Must have an outgoing, energetic and engaging personality
- **Must be resourceful, efficient and be able to deliver results in a fast-paced environment**
- Excellent organization and time management skills
- Excellent verbal and written communication skills
- Be able to thrive on challenges and deadlines
- Ability to work independently
- **Qualified candidates will have College or University Degree**

## Other Job Requirements

- Candidates must have a valid Driver's License
- Experience operating a recreational boat and operating a vehicle while towing a trailer is required
- Candidate's should be physically fit and enjoy working outdoors
- **Candidates must live in or be immediately accessible to Peterborough and the Kawartha Lakes Area**

## INTERESTED CANDIDATES SHOULD SUBMIT A RESUME TO:

### Cameron Taylor

Marketing Director  
BOATsmart! Canada

[cameron@boatsmartcanada.ca](mailto:cameron@boatsmartcanada.ca)

P: (705) 745-2878 x212

F: (705) 745-6243

*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.*



**BOATsmart!**  
CANADA



**BOATsmart!** for the cure