

Promotional Team Leader

OF AVAILABLE POSITIONS - ONTARIO: 5

JOB DESCRIPTION

BOATsmart! Canada Promotional Teams visit local communities across Ontario and British Columbia to promote Recreational Boating, conduct PR and Media Appearances and certify boaters for their Pleasure Craft Operator Card. The Promotional Team Leader position is an excellent opportunity for you to **work with and manage your peers, travel to interesting destinations** and further develop your skills in **marketing, sales and promotions**.

#1

BUILD YOUR CAREER EXPERIENCE!

As a Team Leader you will manage on-site promotional activities and promotional team staff. This position is an opportunity to further your skills in Marketing, Promotions and Communications. In addition to managing sales objectives, you'll have an opportunity to conduct media appearances and work with TV, RADIO and NEWSPAPERS to promote boating!

#2

TRAVEL AND WORK IN UNIQUE PLACES!

Ever heard of the Muskokas? How about working outdoors for the summer? You'll be reaching consumers and promoting our program at events such as Wakestock and The Ottawa Dragon Boat Festival as well as retail store visits throughout Cottage Country!

#3

BENEFIT FROM EXTENSIVE TRAINING

Team Leaders will be trained by management staff in several skill areas including: conducting promotional events, communication skills and media training, safe boating education, staff management, event coordination, pre-event promotion and time management. Training will also be provided for the safe operation of a pleasure boat.

#4

SUCCEED IN A TEAM ENVIRONMENT!

As a Team Leader you will manage weekly events, retail store visits and media appearances. You will manage two to five Promotional Team staff and motivate staff to achieve sales goals and event objectives. You'll also work with event organizers and our internal Promotional Teams Coordinator to ensure success!

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!**



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- Build your Marketing & Promotions Skills!**
- Work in a Team Environment!**
- Be Rewarded \$\$\$ and Have Fun!**

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FOR EMPLOYMENT INQUIRIES CONTACT

Cameron Taylor

President & Marketing Director

Toll Free: 1-877-792-3926 x212

cameron@boatsmartcanada.ca

Promotional Team Leader

DETAILS

- Competitive Hourly Wage (**\$11 - \$14 per hour**)
- Performance & Seasonal Bonuses
- Approximately 32 to 38 hours work each week
- Team vehicles are provided

SKILLS/INTERESTS/QUALIFICATIONS REQUIRED

As a Promotional Team Leader you will be interacting with the public. Experience and aptitude in customer service and/or retail positions is an asset. Candidates who excel in leadership, sales and marketing skills are favoured for this position, however, you will have an excellent opportunity to develop these skills on the job and further your career skills.

As a Promotional Team Leader the following experience, skills and attributes are an asset:

- Event Marketing and/or Promotions experience is an asset
- Previous Staff Management experience required
- Retail / Sales Experience an asset
- Customer Service Experience an asset
- Goal Oriented
- Motivated
- Experience working in a Team Environment
- Outgoing and fun personality
- Resourceful
- Reliable
- Ability to work in a fast-paced environment
- Logical and strategic approach

Other Job Requirements

- Candidates must have a valid Driver's License
- Experience operating a recreational boat is preferred
- Experience operating a vehicle while towing a trailer is preferred
- Candidate's should be physically fit and capable of transporting display equipment
- Candidates should live in or be accessible to **Peterborough and the Kawartha Lakes Area**

Qualified candidates will have completed, or are currently completing a College or University Degree.

Your application should be submitted by April 15.

INTERESTED CANDIDATES SHOULD SUBMIT A RESUME TO:

Cameron Taylor

Marketing Director

BOATsmart! Canada

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.



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BOATsmart! *for the cure* 