Butterfield &Robinson

JOB POSTING

Position:	Marketing Coordinator
Reporting To:	Director of Marketing
Location:	Toronto, CANADA
Term:	Full-time

Overview

Butterfield & Robinson has been a major creative force in the active travel industry for 50 years. We are known for the innovative approach we bring to the design of our trips, the high-quality of our operations and for our exuberant and forward-looking marketing. The Marketing team requires a person who knows everything that is going on in the team and is on top of every detail: the calendar, the budget and everything in between. This person will be responsible for the co-ordination and efficient operation of the Marketing team's activities.

Responsibilities

- Serve as liaison to other departments within B&R, communicating needs to marketing team and other stakeholders as needed
- Ensure the content on Butterfield.com is accurate and up to date with campaign initiatives;
- Support the creation and improvement of itineraries and traveller materials;
- Oversee pre-trip traveller experience packages and loyalty gift process with sales teams and external fulfillment provider;
- Manage and measure B&R's social media channels
- Support Director of Business Development to execute and track marketing requirements and costs related to charitable initiatives;
- Provide support for materials related to strategic partners, including co-branded marketing deliverables;
- In collaboration with the Director of Marketing, maintain the department's cost forecasts;
- Assist in the crafting of project briefs for direct campaigns;
- Serve as the custodian of the company's photo and video library and manage traveller photo sharing tool (Tripcast);
- Support the Manager, PR & Media Relations on a by-project basis;

Experience and Qualifications

- Experience in copy editing and writing (and enjoys crafting a good sentence!);
- Familiar with content management systems (WordPress);
- Proficient in MS Excel, Word and Photoshop;
- Experience and proficiency in the management of social media tools;
- Post-secondary education in business, communications or a related field

Skills and Abilities

- Strong comprehension of English grammar, syntax and spelling;
- Possesses an eye for good photography and the ability to perform basic photo editing;
- Highly organized and keen project manager;
- Strong financial management skills;
- Proven ability to prioritize and execute effectively; a perfectionist when it comes to follow-through;
- Strong communication and collaboration skills with an ability to build cooperation and consensus;
- A flexible team player with a conscientious work ethic who is proactive and takes action;
- Creative thinking, enthusiastic and professional attitude
- Interest and aptitude for technology.

Please apply to:

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