

Job Posting

Position: Communications Coordinator

Reporting to: Manager, TX & Media Relations

Location: Toronto, Ontario

Term: Full-Time

Overview

Butterfield & Robinson's continued success depends upon maintaining its place as a market and brand leader in its field and the ongoing happiness of our travellers. The Communications Coordinator will support the efforts in developing B&R's brand image through our relationships with external stakeholders including, but not limited to, media, travellers and charities. B&R strives to deliver an exceptional personalized experience, where our travellers are more than just customers; we know them. The Traveller Experience (TX) mandate is to promote and improve our awareness of the traveller's perspective. Your role will support initiatives that provide thoughtfulness to all touchpoints along a traveller's journey. You will help ensure external communications with media and travellers are of the highest-calibre.

This position has the following responsibilities:

- Ensure that the media database is up to date, adding and revising contact details on an ongoing basis;
- Track media inquiries in P15 and report on media mentions plus ensure they are used to promote B&R via our own channels;
- Monitor for journalist interactions on social media;
- Oversee media photography requests and ensure they are met in timely manner;
- Monitor awards for where B&R or one of its people should apply, assist in the completion of those applications;
- Assist in the planning of B&R's events, supporting the event owner in creation of the brief and establishing budgets;
- Manage the invitation process for traveller events including identifying who is invited, creation of and sending the invitation and monitoring responses;
- Administer all aspects of charity donations including tracking of bookings and creation of prize documentation plus manage applications for the B&R Fund;
- Maintain a strong understanding of all internal and external communication systems to support both Media and Traveller Experience objectives and initiatives;
- Support and administer the B&R Cru Traveller Benefits & Recognition Program including gifting strategy as it relates to billing, inventory and fulfillment;
- Develop a deep and thorough understanding of B&R travellers;
- Identify opportunities to improve both specific touchpoints and the overall traveller experience.

The ideal candidate will come to B&R with the following experience and qualifications:

- 2+ years experience working in Media & PR required, preferably in a travel and/or luxury industry;
- Related experience in copy editing and writing (and enjoys crafting a good sentence!);
- Expertise with MS Office applications (Outlook, Excel, PowerPoint, Word);
- Event planning experience;
- Social media savvy and adaptable to new digital tools;
- Post secondary education in Communications, or a related discipline;
- Knowledge of luxury travel and tourism, hospitality and service is an asset;

The ideal candidate will have demonstrated all of the following skills and characteristics:

- Pays extremely close attention to detail;
- Exemplary organisation, administration and project management skills;
- Excellent communicator, both written and verbal;
- Can deliver exceptional quality while being highly productive;

- Enthusiastic and professional attitude;
- Strong comprehension of English grammar, syntax and spelling; and
- Working knowledge of photo editing software (Photoshop) is an asset.

Apply to: Germaine Collins, Manager – Human Resources and Administration
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