



## Position: Sales/Marketing Coordinator

Canadian Boat Shows is looking for an enthusiastic, hard-working individual to add to our show team in the Bolton, Ontario office. We want someone who is passionate about sales, customer relationships, marketing, events & boating! This is an exciting and rewarding position.

We are the producers of the premiere events for the recreational boating industry in Canada – the Toronto International Boat Show and the Vancouver International Boat Show.

We are committed to excellence and consumed with producing shows that deliver strong results for our exhibitors and the best experiences for consumers. We prioritize a positive work environment, while working collaboratively with each other and the recreational boating industry.

### Overview:

This is a key role on the show team that will be directly involved in the space sales, customer relationships, marketing, and communications of the Toronto International Boat Show. Depending on the individual's experience level, consideration for a Sales/Marketing Manager role is a possibility.

### Responsibilities:

- Shared responsibility for sales of exhibit space and sponsorships with existing exhibitors and prospects
- Develop sales strategies in a high-volume environment, to meet and exceed objectives
- Handle outgoing and incoming calls by phone and email, including in-person customer visits, attend industry shows and events
- Collection of deposits and payments associated with renewing and new customers
- Responsible for meetings and servicing of customers to ensure a smooth sales and participation process, including exhibitor services, support, move-in/out and show operations
- Work with Show Director and Show Manager to develop floor plans, assign space locations, contracting, digital participation, payment and whatever is needed to ensure successful participation

- Internal and external execution of marketing plans, including social media, media buy, promotions, public relations, creative, show guide, website, digital platform, and all other initiatives
- Trade/Consumer/Media communications, including copy writing, website material, social media content, electronic newsletters for exhibitors and consumers, image libraries, consumer correspondence and everything in-between
- Promotions and Contests – content management, approvals, internal and external fulfillment
- Measurement – surveys, web stats
- Calendar and event listings
- Coordinate and execute industry partnerships
- Administrative tasks as required, including but not limited to updating the CRM, ongoing contact management and coordinating the requirements to execute space sales and marketing for the Show
- Various coordinator responsibilities for the Vancouver Show
- Perform other tasks as needed – we're a small team, everyone rolls up their sleeves!
- The balance of duties for this position is Sales: 70%, Marketing: 30%

**Education & Experience:**

- Post secondary education required
- 1-5 years sales and marketing experience
- Boating/outdoor lifestyle is essential
- Sales Force CRM experience considered an asset
- Constant Contact experience considered an asset
- Advanced knowledge and working experience of all Microsoft Office applications

**Requirements:**

- Very strong sales and relationship management skills, with a proven track record
- Day to day working experience in sales and marketing
- Exceptional customer service focus, you love helping people
- Excellent organization and project management skills with strong ability to multi-task
- Fast learner that is ready to hit the ground running
- Excellent workload management skills, understands prioritizing and deadlines
- Exceptional verbal and written communication skills
- Strong digital marketing and social media skills
- Higher than average ability to collaborate with internal and external team members
- Self-motivated, goal focused, resourceful and a team player
- Works well under pressure
- Strong focus on being detail-oriented

- Excels in a small firm environment with a fast pace, while being proactive and taking initiative
- Ability to adapt to and take advantage of change
- Willing to work flexible hours, especially during show season. Some evening and weekend hours are required
- Some local travel in Ontario, and during show season to Vancouver, British Columbia
- This position requires the employee to have a valid driver's license and vehicle to get to/from the office, local suppliers, and event site. There is no public transit in Bolton

This position reports to the Show Director and the Show Manager of the Toronto International Boat Show and is located in our Bolton, ON office.

Applicants are asked to send a cover letter and resume by September 28, 2022, in confidence to:  
[work@canadianboatshows.com](mailto:work@canadianboatshows.com)

Please include 'Sales/Marketing Coordinator' in subject line of your email.

Canadian Boat Shows offers accommodation for applicants with disabilities as part of its recruitment process. If you are contacted for an interview, please advise us if you require an accommodation.

[www.torontoboatshow.com](http://www.torontoboatshow.com)

[www.vancouverboatshow.ca](http://www.vancouverboatshow.ca)