

Job Title: Sales & Marketing Coordinator
Job Type: Temporary, Part-time
August 3, 2010 – July 31, 2011

Wage Rate: A rate of \$17 per hour, 30 hrs a week. Medical/Dental benefits not included.

Employer: Tourism Abbotsford Society

Location: Abbotsford

Job Description: The position consists of implementing established destination sales & marketing programs, a press trip, and assisting with Tradex sales & marketing activities including but not limited to:

For Tourism Abbotsford destination & sales marketing programs:

- ◆ Creating the sales pieces
- ◆ Implementing the partner and sponsor sales activities
- ◆ Coordinating the creation and ensuring the accuracy of brochures and advertising media placements
- ◆ Coordinating and possibly host one trade and/or travel media familiarization trip
- ◆ Producing a final report (sales, marketing activities, performance measurements, key learnings) for each program

For Tradex:

- ◆ Proofing/editing of Tradex promotional pieces
- ◆ Creation of an ad Tracking System
- ◆ Research potential new events
- ◆ Research facilities recently expanded
- ◆ Client Communications
- ◆ Update contracts and other related items.

Qualifications:

- ◆ Diploma or Certificate in Sales and Marketing and/or 2 year work experience in sales and marketing
- ◆ Excellent writing, editing, proofreading and communication skills
- ◆ Proficient with Microsoft Office Suite (Word, Excel, PowerPoint), Adobe Acrobat. Experience with Adobe InDesign considered an asset.
- ◆ Exceptional organizational, time-management, project management and coordination skills
- ◆ Receptive to change and demonstrates a willingness to adapt
- ◆ Strong “can-do” positive attitude
- ◆ A high level of professionalism and motivation

How to Apply: Please submit resume to alongshore@tourismabbotsford.ca by July 12th. Only those who will be interviewed will be contacted.