



Job Posting

Position: Content Marketing Coordinator

Reporting to: Marketing Manager

Location: Remote, or hybrid (Toronto, ON)

Term: Permanent, Full-Time

Overview

Butterfield & Robinson, a world leader in the luxury travel industry, has been creating award-winning trips around the world since 1966. B&R's continued success depends upon maintaining its place as a market and brand leader in its field. As a member of the Marketing team, the Content Marketing Coordinator is responsible for the execution of various content marketing strategies and supports the overall success of the department. You will contribute to the creation of engaging and high-calibre content for our social media channels, email marketing, website, and traveller materials. Our values focus on creativity, community, innovation and sustainability – which is how our team approaches all projects.

Objectives and Responsibilities of the Content Marketing Coordinator:

- Copywriting and image curation for our marketing channels
- Setup and organization of email campaigns
- Support the team with web updates and content creation
- Execute small ad hoc graphic design requests following B&R guidelines
- Contribute to large annual marketing campaigns
- Liaise with internal B&R teams, including sales, planning, and IT to achieve desired outcomes on assigned projects and initiatives

The ideal candidate will have the following experience and qualifications:

- 1-2 years of experience in copy editing and writing
- Post-secondary education in Marketing, Communication, or a related field
- Experience with graphic design, knowledge of Adobe suite an asset
- Experience with email marketing platforms/software (e.g. Marketo) an asset
- Knowledge of social management systems
- Proven project management skills and experience
- Proficiency in MS Office, Google Suite
- Social media experience and proficiency
- Passion for travel and knowledge of world geography

The ideal candidate will have demonstrated the following skills and abilities:

- Strong comprehension of English grammar, syntax and spelling
- Possesses an eye for good photography
- Experience with, and eye for effective and engaging graphic design
- Ability to prioritize and execute effectively
- Highly organized with the ability to shape and execute a project plan

- Strong communication skills with an ability to build cooperation and consensus
- Flexible and a team player who is supportive and proactive
- Enthusiastic and professional attitude
- Interest and aptitude for technology

Butterfield & Robinson is an equal opportunity employer committed to creating a diverse and inclusive environment. We consider qualified applicants regardless of race, colour, religion, gender, national origin, sexual orientation, age, citizenship, disability, or gender identity. Accommodations are available on request for candidates taking part in all aspects of the selection process.

To apply, please send a cover letter and resume **by email** to:

Robin Wark - Director, Human Resources

Email: employment@butterfield.com

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