



## SALARIED CAREER OPPORTUNITY

**Employment Posting Number – [B2BSMC-180927](#)**

<b>Position Title:</b> B2B Sales & Marketing Coordinator	<b>Application deadline:</b> October 23, 2018
<b>Reports to:</b> Director, Corporate Sales & Sponsorship	<b>Location:</b> Calgary Cinema Support Centre
<b>Employment Status:</b> Full-time salaried	<b>Application type:</b> Cover letter & resume

**COMPANY OVERVIEW:** Landmark Cinemas is Canada’s second largest exhibitor, operating 45 locations with 317 screens throughout BC, Alberta, Saskatchewan, Manitoba, Ontario and the Yukon Territory in multiple formats that include Premium Large Format (PLF) brands (IMAX®, Extra, Xtreme), and RealD 3D technology, and in select locations in the premium comfort of Full-Recliner Seating and with the added convenience of FREE Reserved Seating. Landmark Cinemas was acquired by Kinopolis Group, a European Cinema operator headquartered in Belgium. Kinopolis is a publicly traded firm with a long-term investment strategy for the cinema business.

We are connected to the communities we serve, and our Cast and Crew are proud to support Kids Help Phone. As a National Sponsor of the Walk So Kids Can Talk, through promotional support and fundraising initiatives in our theatres, we are committed to support the mental health and well-being of both our youth Guests and Cast & Crew. In 2017,

**POSITION LOCATION:** Calgary Cinema Support Centre (Bannister Road, SE)

**POSITION OVERVIEW:** Working within the B2B sales department, the B2B Sales and Marketing Coordinator is responsible for supporting the National B2B sales team in meeting or exceeding their sales revenue targets on a monthly, quarterly and annual basis. This is done through leading the bulk ticket and 3<sup>rd</sup> party ticket resellers program, execution of the annual B2B marketing plan and supporting the team with business development and administration over the course of the year.

### **JOB DUTIES & RESPONSIBILITIES:**

- Maintain and grow the existing client base and all ticket requests for B2B tickets and 3<sup>rd</sup> party ticket resellers
- Execution of the annual B2B marketing plan
- Management of the events calendar for the B2B team
- Prepare required sales reports
- Studio contact for all advance screening approvals
- Understanding and support of the media coordinator role and broadsign media system
- Business development for new advertising clients
- Manage Salesforce CRM software including pricing & product updates

### **REQUIREMENTS:**

- Exceptional planning and organization skills
- Establishes positive working relationship with internal and external partners
- Strong computer skills and experience using Microsoft Office, particularly EXCEL (Word, Excel, PowerPoint)
- Experience in utilizing data warehouse/BI applications
- Ability to interpret data in the context of business results and objectives
- Comfortable in providing/presenting recommendations/advice in areas of expertise
- Ability to identify issues and resolving problems in a timely manner
- Able to thrive in a fast paced, results oriented and evolving work environment



**Preferred:**

- Minimum 3 years experience in a sales coordination and reporting role.

*This position is not eligible for relocation assistance.*

**ONLY QUALIFIED APPLICANTS WILL BE CONTACTED**

**Please quote employment posting number: [B2BSMC-180927](#)**

**Email: [careers@landmarkcinemas.com](mailto:careers@landmarkcinemas.com)**