



## **SALARIED CAREER OPPORTUNITY**

Employment Posting Number – [MC-180917](#)

<b>Position Title:</b> Media Coordinator	<b>Application deadline:</b> September 17, 2018
<b>Reports to:</b> Director, Corporate Sales & Advertising	<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 Corporate Sales and Advertising department, the Media Coordinator is responsible for the entire life-cycle of Landmark Cinemas' PRE-SHOW and the management of its in-theatre advertising assets including but not limited to: the advertising process for both external and internal partners to ensure that all media campaigns are executed as per the campaign's insertion order. Meeting timelines; audience delivery; quality standards coordinating & collaborating with Director and Manager of Creative Services for the creation of client advertising assets. The Media Coordinator reports directly to the Director, Corporate Sales and Advertising, works with the Production Manager and, if required, Landmark's Creative Services and Landmark's external sales agency, in the co-ordination and delivery of the Pre-Show's advertising and editorial content, in-theatre advertising campaigns and cross-functionally with the Marketing Department and external partners and suppliers to ensure that the PRE-SHOW package is executed to prescribed timelines to successfully achieve company's annual EBITDA budget.

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

- Assembly and creation of all PRE-SHOW playlists and execution of in-theatre advertising campaigns (Menuboards, ABOs, Transit Shelters, etc.)
- Approval of all PRE-SHOW advertising and editorial content for technical specifications and ensuring that all content is appropriate for the applicable PRE-SHOW category
- Responsible for the issuing of PRE-SHOW and in-theatre campaign affidavits to comply with reporting requirements
- Providing the PRE-SHOW's editorial content requirements to the Production Manager
- Accountable to report attendance by campaign to the advertising account manager or Studio Relations/Marketing department
- Responsible for completing and issuing final campaign reports for all studio advertising campaigns

### **REQUIREMENTS:**

- Exceptional planning and organization skills
- Strong computer skills and experience using Microsoft Office, particularly EXCEL (Word, Excel, PowerPoint)
- Comfort using project management tools such as Salesforce, Asana, Dropbox, Paper, Slack, WeTransfer and Monday



- Multitasking; being able to work in a dynamic, fast paced environment
- Ability to identify issues and resolving problems in a timely manner
- Ability to work independently with minimal supervision

Preferred:

- 3 – 5 years experience in media industry
- A Bachelor's degree or certificate in a business related area such Business Administration, Sales or Marketing

***This position is not eligible for relocation assistance.***

**ONLY QUALIFIED APPLICANTS WILL BE CONTACTED**

**Please quote employment posting number: [MC-180917](#)**

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