



SALARIED CAREER OPPORTUNITY

Employment Posting Number – B2BSMC-190322

Position Title: B2B Sales & Marketing Coordinator	Application deadline: March 22, 2019
Reports to: Director, Corporate Sales & Sponsorship	Location: Calgary Cinema Support Centre
Employment Status: Full-time salaried (Temporary)	Application type: 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, Alberta Cinema Support Centre

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 3rd party ticket resellers program, execution of the annual B2B marketing plan, researching and cold calling potential new clients 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 3rd party ticket resellers
- Execution of the annual B2B marketing plan
- Business development for new advertising clients
- 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
- 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 suite, particularly Excel
- 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-190322](#)

Email: careers@landmarkcinemas.com