



## JOIN OUR TEAM

Expedia® CruiseShipCenters® has a need for a talented **Interactive Marketing Coordinator**. The successful candidate will be responsible for creating, executing and tracking compelling email marketing campaigns in support of our marketing for consumer and recruitment marketing across North America. In addition, they will contribute to web site content development and ongoing on-line promotions on Expedia® CruiseShipCenters® 3rd party sites.

### **About Expedia CruiseShipCenters:**

Established in 1987, Expedia® CruiseShipCenters® is one of North America's leading sellers of cruise vacations. Through our network of 150 franchise locations and team of over 3,600 Franchise Partners and Cruise Consultants, the company has grown at an average rate of 30% each year for over two decades. In 2007, CruiseShipCenters became a strategic partner with Expedia Inc., the world's largest online travel company, rebranding to become Expedia CruiseShipCenters. We have also been recognized by the Canadian Franchise Association with the Award of Excellence for the past five years. (2006, 2007, 2008, 2009, 2010, 2011)

### **Position Functions and Tasks:**

- Coordinate timely execution (creation, testing and distribution) of permission based E-mail Marketing Program
- Advertisement / sales and copy writing
- Site content development – i.e. writing web copy, content sourcing and page layout and design
- Preparation and analysis of web metrics reports
- Market research / competitive analysis / Program Improvement

### **Qualifications:**

- A diploma in Marketing or Communications, new media, or a related discipline
- 1 year of experience in a similar role



### **Required Skills:**

- Proficient in PC use and PC-based design applications, as well as MS Office
- Practical knowledge of hand-coded HTML
- Strong writing abilities
- Practical knowledge web authoring tools (Dream Weaver Etc.)
- Ability to use Adobe Photoshop software would be considered an asset
- Fluency in French an asset (written and spoken)
- Polished communication skills with an effective, concise and compelling writing style
- A clear understanding of business and marketing principles
- Creativity, flexibility, and an ability to manage and reset priorities in a rapidly changing environment
- Willing to make a commitment to keep up with emerging trends and technology surrounding interactive marketing
- Ability to work both in a team environment as well as independently on multiple projects within project schedules and deadlines
- A careful eye and great attention to detail
- Results driven with a desire to find cause and effect relationships
- High standards of ethics and confidentiality to handle sensitive information
- Highly motivated, high energy and enjoys working in fun environment
- A passion for travel and loves to learn

### **How to Apply:**

If you have a positive attitude, a commitment to excellence, and want to be part of a winning team, please submit your resume and cover letter to: [work@cruiseshipcenters.com](mailto:work@cruiseshipcenters.com) quoting the position title in the subject line.

***Only candidates selected for interviews will be contacted.***