



This moment brought to you by
MARINE ATLANTIC

At Marine Atlantic, we need people like you to create moments like this.

Marketing Officer

At Marine Atlantic, we do so much more than get people from point A to point B. Whether it's reunions, long-awaited trips home, or the start of a new adventure, we bring people together. We couldn't bring people together every day without our own dedicated employees. Our employees embody our core values; they are safety oriented team-players who exhibit integrity and commitment, and always strive for excellence. Their understanding and commitment to our values make our employees an invaluable part of our organization.

Marine Atlantic is currently looking for a **Marketing Officer** to work with our Customer Experience department located in St. John's, NL, for a one year term.

The Marketing Officer working under the direction of the Marketing Manager will support the development and execution of marketing strategies to drive business growth, along with assist in activities that contribute to Marine Atlantic's customer experience. This division is responsible for reservations and ticketing, hospitality experiences, marketing, customer relations, revenue generation and pricing and for the fleet schedule.

Additional Key Areas of Responsibility

- Promote and maintain a safe working environment.
- Develop and implement strategic marketing plans and support the development of critical paths for specific projects.
- Meet with internal stakeholders and external suppliers regarding day-to-day, project and task-oriented activities, including market research, advertising, brand, and the development of digital content.



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marineatlantic.ca/hiringnow

- Act as primary Marketing lead for web site and digital signage programs
- Review, change, and approve materials between internal project owners and external suppliers.
- Assist in preparation of marketing budgets as required.
- Assist in the accomplishment of company objectives by performing other related duties as required.

What qualifications do I need to be considered for this opportunity?

Education and Experience

Degree from a recognized university in a relevant field of study (Marketing, Public Relations, Business)

AND

Minimum 3 to 5 years of experience in marketing activity coordination in a client or agency environment, preferably working in the marine / transportation industry.

OR

A combination of equivalent education, job-related training, and work experience in a related position.

Additional Qualifications

- Customer oriented, with the ability to foster a customer experience culture with the company.
- Excellent presentation and persuasion skills.
- Proven ability to manage multiple projects and deadlines with excellent organization skills.
- Experience in digital marketing an asset

Why work for the Marine Atlantic team?

As part of the Marine Atlantic team, you will participate in a variety of ongoing training programs and development opportunities to navigate your career and chart your course for success. We provide a positive and inclusive work culture that is dedicated to creating an environment which promotes employee growth, career development, and job satisfaction. Some benefits of working with Marine Atlantic include competitive salaries, defined benefit pension plan, comprehensive health benefit packages, and professional development opportunities. Come experience the pride of working with an organization with newly constructed and revitalized infrastructure that has positioned itself for the future.



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How do I become a part of the team?

If you meet the listed qualifications, are interested in this opportunity and exemplify our core values, please apply online before **4 pm (Atlantic Time) on 09 November 2018**.

All applicants must apply online:

www.marineatlantic.ca/hiringnow

For your application to be considered, all questions must be completed.

Additional Information

Marine Atlantic is a Federal Crown Corporation that provides a vital ferry service link between Newfoundland and Labrador and mainland Canada

Marine Atlantic Inc. is committed to Employment Equity and Diversity and invites applications from Women, Indigenous People, Persons with Disabilities, and Visible Minorities.

To receive this job poster in an alternative format, please contact the Marine Atlantic Human Resources Department (recruiting@marine-atlantic.ca).



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