

## **Job Posting: Campaign Research and Support Coordinator**



Company            Rec Media Inc.  
Telephone        (888) 746-5237  
Web Site         www.recmedia.com  
Key Contact      Allie Pentland – Operations Team Lead

### **ABOUT REC MEDIA INC.**

#### **Our Company**

Rec Media is an Out-of-Home media firm with offices in Toronto, Vancouver and Calgary, specializing in campaign executions in community and municipal recreational facilities coast to coast. Over the past 25 years, Rec Media has grown to become the largest company of its kind in Canada, with campaigns placed in over 2100 recreational facilities nation-wide, for a stable of blue-chip clients including McDonald's, RBC, Chrysler, Bell, Tim Hortons, Telus, WestJet, and many more.

#### **What We Offer Clients**

We deliver unique and novel advertising executions, comprised of both traditional and non-traditional mediums – Rinkboard Panels, Wall Murals, Floor Decals, Glass Decals, Door Wraps, Wall Billboards, Outdoor Field Banners, Sponsorships, and unique Digital and Experiential campaigns. And, with our recent acquisition of Adbloc Media, we now have a network of 15+ ski hills – including Mt. Tremblant, Lake Louise and Panorama – for unique campaigns coast-to-coast.

Exceptional geographic coverage, a superb demographic, and a surprisingly efficient cost per impression all combine to make Rec Media a leader in out-of-home advertising.

#### **What We Offer Employees**

Rec Media knows that the key to an organization's success lies in its people – THE most valuable assets. We treat people as such - we pride ourselves in our motto, "people over profits," because we know that it's not always about the bottom line. We take care of our own and in turn, they take care of our clients.

Rec Media provides a work environment that is diverse, challenging and enjoyable. We are a dynamic company experiencing rapid growth. Four years running (2014-2017) Rec Media made Profit Magazine's "Growth 500" list of the fastest growing companies in Canada. While still an SME (small-to-medium size enterprise), we endeavour to offer many of the perks of larger corporations: flexible work hours, ample vacation time, subsidized benefits, employee assistance programs, charitable donations/time matching, and numerous other benefits through our Employee Experience program – all of which contribute to making Rec Media a great place to work.

**Position Title**                    **Campaign Research and Support Coordinator**  
**Department**                    **Operations**  
**Start Date**                    **August 2022**  
**Key Contact**                    **Allie Pentland – Operations Team Lead**

## **ABOUT THE ROLE**

### **Overview**

Rec Media is seeking a personable, professional, detail-oriented and hardworking individual to join the company! As the successful candidate, you will work full-time from the Rec Media head office in north Calgary. You will be responsible for the coordination and implementation of campaign execution strategies, partake in creative contract negotiation solutions, and assist in the management of stakeholder relationships and inventory tracking systems.

An added bonus - no parking hassles, no transit hassles (we're just north of downtown) and a great, small company atmosphere.

**Campaign Execution** – Active role and responsibilities in support of executing client campaigns

This includes but is not limited to:

- Negotiating and contracting media agreements
- Telephone and internet research
- Coordinating and monitoring shipping and production details
- Creating, updating, and maintaining records relating to advertising campaign progression
- Liaising with clients throughout the campaign execution process
- Managing the execution of all digital and ski related campaigns

**Stakeholder & Inventory Management** – Management of partner relationships and inventory systems

This includes but is not limited to:

- Tracking inventory availabilities
- Negotiating expansion opportunities in the **Rec Media** network
- Managing and building relationships
- Preparing and issuing of work orders
- Onboarding new partner venues

## **ABOUT THE SUCCESSFUL CANDIDATE**

You are a well-rounded and self-motivated individual, committed to excellence in client service. You have very good interpersonal and communication skills. You enjoy cooperative negotiation and creative problem solving, and build strong relationships with a variety of people.

You are a self-starter – you take initiative and ownership when undertaking tasks and projects. You are exceptionally well-organized and attentive to detail. You are a team player, but work well independently and are capable of producing excellent results with minimal supervision.

You have a strong working knowledge of Microsoft Windows and intermediate to advanced knowledge of Microsoft Word, Outlook and Excel. Experience with Microsoft Dynamics CRM is an asset but not required. A valid Driver's License is required.

You are excited by the opportunity to contribute to the growth of a dynamic small business, with opportunities for advancement and increasing responsibility.

## Career Profile

- Ability to help drive office revenue through essential support functions
- Ability to create, compose, and edit written materials
- Outstanding organizational, critical thinking and attention to detail
- Proficient in Microsoft office and CRM software
- Possess strong commitment to team environment dynamics with the ability to contribute expertise and follow leadership directives

## Personal Leadership Qualities

- Creative and forward thinking; able to set priorities and juggle several tasks concurrently
- A strong professional image, confidence, objectivity and dedication to internal and external clients
- Dedicated to providing outstanding client service
- Ability to communicate effectively with all levels of staff

## Remuneration

- Compensation is commensurate with experience and qualifications

## WHY JOIN REC MEDIA

Dynamic: Nimble and creative in its response to providing innovative marketing solutions

Growing: Consistently growing market share, client base, recreational partners, and campaign capabilities

Successful: Largest company of its type in Canada

Ownership: Privately owned with a team-oriented approach

## HOW TO APPLY

Qualified candidates are asked to submit a cover letter, *with salary expectations*, and resume outlining qualifications for this position by email to [hr@recmedia.com](mailto:hr@recmedia.com) by no later than Tuesday, August 2<sup>nd</sup> at 5:00 pm.

We thank all those who submit applications, however only suitable candidates will be contacted.

# **THE REC MEDIA EMPLOYEE EXPERIENCE**

## **REC MEDIA CORE PURPOSE**

Connecting and Supporting People in Our Communities

## **REC MEDIA CORE FOCUS**

Connecting Advertisers with Audiences in Community Athletic Recreational Facilities

## **REC MEDIA CORE VALUES**

- Value People Over Profits
- Do The Right Thing
- Go The Extra Mile
- Be A Team Player
- Embrace Change
- Have Fun

## **REC MEDIA EMPLOYEE EXPERIENCE**

- Flexible Work Hour Opportunities
- Work from Home Wednesdays
- Additional Paid Vacation at Christmas
- Paid Personal Days
- Rec Media Paid Community Service Days
- Charitable Contribution Matching Plan
- Team Chosen Corporate Charity
- Annual Town Hall Meetings
- Quarterly State of Company Address
- Drink Cart Thursdays, Team Dinners & Other Fun Team Events
- Free Parking