



## Marketing & Communications Coordinator

---

We're passionate about play. We believe that bringing play to communities makes the planet more livable and socially just. With thousands of installations across the world, we're excited to be a part of the movement toward a healthier, happier, global community by offering innovative aquatic play solutions designed for developing minds, thrill seekers, budding explorers, and the young at heart.

Our work culture is important to us and we believe that with a team of people who CARE we can achieve amazing things. From tacking a weld to putting the final touches on a piece of ad copy, we believe that every task we undertake is important and deserves our utmost COMMITMENT, an ATTITUDE that anything is possible, mutual RESPECT, and a level of EQUALITY that invites collaboration.

We're always looking for exceptional people to join the Waterplay Group of Companies. If you like working in a fast-paced, dynamic environment, have a passion for play, and truly CARE, then we'd love to hear from you.

### Position Overview:

We're looking for a determined, highly skilled marketing & communications coordinator to manage internal and outgoing communication, create content and collateral, and develop and implement engaging campaigns across all mediums and channels with the goal of driving leads. This role requires a creative and motivated individual who feels confident developing ideas from scratch and bringing them through to implementation. All applicants must have an in-depth knowledge of B2B marketing best practices with proven campaign, analytic and lead management experience.

Work portfolios demonstrating experience and ability are encouraged upon application.

### Key Areas of Responsibility:

- Develop, implement and track marketing campaigns across key channels
- Create compelling content, communications and collateral with a focus on lead generation and development, customer experience, product positioning and brand
- Conduct market research, forecasts, trends, competitive analyses and campaign results
- Manage lead development program and marketing CRM data
- Support sales and marketing programs and initiatives

### Skills & Qualifications

- Bachelor's degree in marketing, business or related discipline
- 5+ years of experience developing and implementing marketing programs
- Keen attention to detail with exceptional written and verbal communication skills
- High digital marketing proficiency with experience in analytics and reporting



- Solid experience with CRM and marketing automation tools (Creatio experience an asset)
- Intermediate to advanced knowledge in Adobe InDesign with demonstrated artistic ability; experience in additional Adobe Creative Cloud programs an asset
- Experience with CMS required with working knowledge of HTML and CSS (WordPress experience an asset)

We wish to thank all those who apply. Please note we will only contact and communicate with candidates who are selected to proceed to the interview stage.

Please send your resume with a cover letter to [careers@waterplay.com](mailto:careers@waterplay.com) with **“Marketing and Communications Coordinator - Your Name”** in the subject line, or via mail to:

**Attention: Careers**

Waterplay Solutions Corp.  
805 Crowley Avenue  
Kelowna, BC Canada  
V1Y 7G6