



CRAIG CANADIAN GROUP TRAVEL LIMITED

-  1092 Mount Pleasant Rd, Toronto, ON M4P 2M6
-  416-484-0926 • 1-800-387-8890
-  www.craigtravel.com

Product Coordinator

The Product Coordinator plays a key supporting role within Craig Travel's product development team, helping to bring new and returning travel programs to life. Working closely with the Product Lead, this position supports every stage of the product lifecycle, from destination research and copywriting to final-stage verification and product training, while liaising with sales, operations, and suppliers to ensure each program is accurate, well-documented, and ready to deliver. Attention to detail and a polished command of language are essential, as this role directly shapes the materials our discerning senior travellers rely on.

Key Responsibilities:

Destination Research & Fact Checking

- Conduct thorough research on destinations, attractions, accommodations, and logistics to support product development.
- Conduct basic air research using a Global Distribution System (GDS).
- Monitor travel trends, advisories, and developments affecting our destinations.

Brochure & Copy Development

- Write, edit, and update marketing copy for brochures and digital content in alignment with Craig Travel's voice and brand standards.
- Assist with copywriting and proofing for marketing projects, including our printed brochure, blog content, and other materials.
- Build and format brochure layouts in coordination with the marketing team as needed.

Travel Tips Production

- Research, write, and update destination-specific Travel Tips booklets providing travellers with practical pre-departure guidance and preparations, packing advice, visas, and cultural context.
- Monitor visa and entry requirements (e.g., ETIAS), health requirements (e.g., yellow fever, malaria), and other trip-specific needs, ensuring documentation stays current.

Product Development — Final Stages

- Verify all contract details for accuracy and quality prior to publication or distribution.
- Review and confirm travel arrangements including hotels, ground transportation, and sightseeing inclusions as needed.
- Serve as a liaison between the product department and the sales and operations teams to ensure seamless program execution.



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Supplier Webinars & Client Presentations

- Participate in client webinars, help coordinate guest presenters, and assist with creating and proofing presentation content.
- Develop and maintain up-to-date destination and product knowledge through supplier engagement.

Communications

- Draft and manage internal and external communications related to product updates, changes, and inquiries.
- Support the preparation of Journey Leader and staff briefing materials.

Product Training & Education

- Assist in the development of product handoff presentations and destination education materials to ensure staff are well-informed and confident in selling and operating Craig Travel programs.

Qualifications & Skills

- 2+ years of experience in the travel industry, preferably in a product, operations, or marketing environment.
- Strong written communication skills with 2+ years of experience in copywriting or travel content.
- Highly organized with exceptional attention to detail.
- Basic GDS proficiency an asset (Sabre, Galileo, or equivalent).
- Ability to manage multiple projects simultaneously in a fast-paced, deadline-driven environment.
- Genuine enthusiasm for travel and a strong interest in the senior travel market.
- Proficiency in Microsoft Office (Word, Excel, Outlook).
- Knowledge of Peak15 and Adobe InDesign an asset.

Working Conditions

This is a hybrid full-time position based at Craig Travel's Toronto, Ontario office. Occasional evening or weekend availability may be required to support webinars, training sessions, or time-sensitive deadlines.