



# Sales & Marketing Coordinator Job Description

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## Title

Sales & Marketing Coordinator (Maternity Leave Coverage)

## Reports To

Front Office Manager/General Manager

## Summary

The Sales & Marketing Coordinator is a combined role of both internal/external sales and digital marketing and is responsible for group & venue sales activities, including supervising contracts, driving sales revenue, managing customer and vendor relations, and related sales performance. The Sales & Marketing Coordinator will ensure that all client needs and requirements for all groups/events are attended and surpassed from inception to follow up. This individual will additionally help manage accounts receivable, perform internal & external marketing and analysis, monitor and manage social media channels, whilst ensuring content on hotel/OTA websites/primary platforms are consistently up to date.

## Core Competencies

- Customer Focus
- Communication
- Teamwork
- Quality Orientation
- Time Management
- Adaptability/ Flexibility
- Creative and Innovative Thinking
- Decision Making and Judgement
- Planning and Organizing
- Problem Solving
- Mediating and Negotiating
- Development and Continual Learning
- Digital Marketing
- Social Media Management
- Content Creation and Writing
- Graphic Design



## Job Duties

- Manage the efforts and activities of the sales department for groups and venue rentals in alignment with corporate revenue goals and objectives.
- Responsible for creating proposals, contracts, entering group rooming lists and group blocks for all market segments. Then communicating with all departments.
- Ensure that groups/events adhere to terms & conditions outlined in contracts.
- Coordinate with 3<sup>rd</sup> party companies to organize catering, rentals, staff etc.
- Serve as on-site manager to assist with service personnel and ensure implementation of events needs are timely and seamless; or assigning a designate as needed.
- To meet and greet group leaders and work closely with groups to ensure satisfaction during their stay. Then following up with groups after departure for feedback on the success of the group.
- Prepare group & event resumes monthly to ensure communication is clear throughout all hotel departments and third-party vendors.
- To ensure that all group details are neatly organized and clearly noted in the hotel property management system, and that billing is accurate post-stay.
- Maintain contracts and relations with groups while inventing ways to attract new groups.
- Develop, prepare, and deliver sales materials, trade show exhibits, conference appearances, and other promotional programs.
- Keep hotel website/OTA extranet/primary platform content is up to date and accurate ie. Photo content, amenities, hotel policies etc.
- Create content/content writing including but not limited to; newsletters, blogs, giveaways, contests, competitions, influencer partnerships, business partnerships, photos, videos etc. to increase social media engagement, which in turn will increase website visits, bookings, and ultimately the overall revenue at Tin Wis Resort.
- Internal/External marketing analysis monthly.
- Managing social media presence and growing communities and advocates on all primary platforms including but not limited to Facebook, Instagram, Pinterest, LinkedIn.
- Replying to comments, inquiries, questions, and interactions on all primary platforms.
- Creating paid digital advertisements for Facebook, Instagram, and Google.
- Effective measurement of KPIs on all platforms, sharing monthly strategies and summaries with all departments for holistic engagement and alignment.
- Formulate incentives plans, trainings, resources, and materials to encourage sales department staff. Analyze the effectiveness of sales programs/promotions; recommend and implement changes based on findings.
- Manage the back end of the website; content, meta descriptions, and SEO best practices.
- Graphic designing as required, ensuring tone and style align with brand standards.
- Will manage and reconcile all receivable accounts and follow up with aging accounts.
- Full participation within Management Meetings, with on-going presentation of new Sales and Marketing information. Facilitating brainstorming with all departments for new business promotions and ideas to enhance our brand awareness and customer loyalty.
- Continued internal/external analysis of overall business for further improvements.
- Complete other duties as directed and required from the Front Office Manager or General Manager. Will be cross trained and work as a front desk agent when required.



## Requirements

- A dedicated customer service professional that is committed to the highest quality standards.
- Being the face of the hotel, the sales coordinator needs to be well groomed and must always dress professionally.
- University degree in related field.
- Minimum 2 years of hotel sales experience required.
- Experience in all aspects of sales, including growth strategies, distribution channel management, account development, and business planning.
- Ability to examine and re-engineer sales operations, form new policies, develop, and implement new strategies.
- Solid negotiation, conflict resolution, and people management skills.
- Excellent teamwork and team building skills.
- Able to build and maintain lasting relationships with key business partners and customers.
- Strong problem identification and problem resolution skills.
- Ability to create and edit sales materials and presentations.
- Able to effectively communicate both verbally and in writing.
- Ability to coordinate and organize meetings, exhibits, and other events.
- High level of proficiency with Visual Matrix, Excel, Word, PowerPoint, Publisher, WordPress, Google Analytics, Facebook Business Suite, Creator Studio, and MailChimp.

## Working Conditions

- Flexible schedule – Mornings/Evenings/Weekends/Holidays
- Hourly pay at \$21/hr. Overtime as required.
- Some travel may be required.
- 1 Year contract for Maternity Leave Coverage.
- Potential extension or alternate position available at end of contract.



## Job Posting – Sales & Marketing Coordinator (Maternity Leave Coverage)

Best Western Tin Wis Resort is looking for an experienced, career-minded Sales and Marketing Coordinator. We require a positive, team-oriented Sales & Marketing Coordinator to set and meet sales and marketing goals and to ensure that every member of the sales team is delivering in accordance with Best Western company goals.

The Sales & Marketing Coordinator shall be responsible for the development and implementation of sales strategies for increasing sales and profits through our customer base. Our Sales & Marketing Coordinator must support the sales team by providing product and industry knowledge and experience, participating in sales and marketing activities including sales promotions, advertising, etc., and providing the sales team with guidance and leadership towards the achievement of established sales and business goals.

Additionally, the Sales & Marketing Coordinator must be savvy with designing and executing digital marketing strategies and campaigns to promote our company and our products/services. They must have experience with digital and social platforms to successfully manage and build our online community, grow online brand awareness, increase web traffic, and acquire new leads.

Best Western Tin Wis Resort offers competitive hourly rates, an incredible work environment, staff accommodation and career advancement opportunities.

Qualified applicants should contact Rachel Nickerson at Best Western Tin Wis Resort by e-mail:

[sales@tinwis.ca](mailto:sales@tinwis.ca)