



CALLAGHAN COUNTRY

Routes of wilderness

Position Description

Title:	<i>Marketing & Guest Service Administrator</i>
Status:	<i>Part-time, Seasonal (Early Nov – Mid April)</i>
Reporting to:	<i>Assistant General Manager</i>
Location:	<i>Alexander Falls Base, Callaghan Valley, BC</i>
Benefits:	<i>Industry discount on regular in-store retail pricing at Access Callaghan Free skiing at Ski Callaghan Nordic Area Free personal usage of Rental Equipment including Salomon classic and skate packages + demo line, snowshoes, and touring gear</i>

Company Information

Callaghan Country Wilderness Adventures is a winter adventure centre located in the Upper Callaghan Valley. It is a 20 minute drive south of Whistler, BC (45 min. north of Squamish, BC). Part of the Ski Callaghan experience, our customers can enjoy a variety of winter recreation activities including alpine ski and snowboard touring, Nordic skiing, and snowshoeing...all self-propelled from our cozy staging facilities at the Alexander Falls Touring Centre. In the heart of Callaghan Country is the deluxe Journeyman Lodge – an intimate backcountry Inn that can host up to 22 people. Both our lodge and day guests represent a wide range of winter recreation enthusiasts: from never-ever beginners to highly skilled and savvy mountain adventurers. At Callaghan Country we embrace everyone who walks through our doors, always mindful of our intention to evoke the spirits of CHALLENGE, INSPIRATION, and ENRICHMENT in nature's beauty.

Overview

This is a diverse role and one that is essential to the smooth running of our company. The key objective is to resonance, successfully aligning Callaghan Country's products/services and marketing initiatives with our ideal guests. You will be required to assist a wide range of activities across different disciplines.

Working directly with the Assistant General Manager, you will provide constant feedback concerning product/service issues, including guest desires, complaints and comments directly influencing Callaghan Country's capacity to remain responsive to its markets. You will also actively build, implement, and maintain relevant marketing content across numerous online platforms and traditional mediums. You will extend creative and administrative support to our team-members promoting cohesive marketing strategy and brand consistency.

Key Accountabilities/Deliverables

Marketing/Social Media Administration (60%)

- Ensure both Callaghan Country's Alexander Falls Touring Centre and Journeyman Lodge have strategic representation across various social media platforms
- Generating, editing, publishing and sharing daily social media content including writing posts to publicize events, marketing campaigns and potentially product launches
- Share regular content (images, video, or HTML) that builds meaningful connections with Callaghan Country's brand and values
- Leveraging all user-generated content to maximize engagement
- Monitoring trending conversations and emerging audience insights
- Analyzing and reporting on social data/metrics, insights and best practices, and then acting on the information
- Designing and producing Callaghan Country's business cards, brochures, event posters, and trail signage
- Lead the progression of the Callaghan Country web site (www.callaghancountry.com), actively supporting e-commerce, user experience design, search engine optimizations practices
- Basic administration and maintenance of skicallagha.ca and callaghancountry.com websites
- Administration and content creation for bi-weekly Callaghan Country E-Newsletter and any supplemental marketing initiatives
- Seeking opportunities to improve and strengthen the brand through digital storytelling on company blog
- Coordinating site visits with Bloggers and key media influencers and leveraging their content
- Assist with preparation and maintenance of annual marketing plan, budget, and administration activities
- Enforce brand marketing guidelines in trademarks, logos, and publications.
- Maintain Callaghan Country's image and video library including: organizing library; keeping images up-to-date, and coordinating with photographers and negotiating contracts
- Organize and conduct strategic promotional campaigns to maximize sales
- Continuously improve by conducting performance measure evaluations and developing processes and metrics to ensure highest level of return on company objectives and investment

Guest Service Administration (40%)

- Promote cohesive team work and quality service through daily communications and coordination
- Maintenance of Guest Loyalty Program member database
- Supporting Guest Loyalty Program value offers and monthly draw
- Collecting data/statistics on customer demographics
- Collecting guest inquiries and concerns from Lodge Host team to support expectations are being met
- Resolve guest issues to resolution in effort to improve the guest experience and escalate any outstanding guest inquiries or concerns to management that may require additional monitoring or follow-up
- Make appropriate service recovery recommendations to management

Position Requirements

- Must have own transportation
- Must personally enjoy/have familiarity with Nordic Skiing, Snowshoeing, and Alpine Touring
- Prior experience with web marketing, social, content management
- Proficient in creative writing, and graphic design production
- Must continually strive to reflect our core values: Team Play, Quality, Respect, Commitment, Integrity, & Fulfillment
- Familiarity with Social Networking for Business
- Ability to work independently within strict timelines and goal achievement

Education/Experience

- Previous experience in sales, guest service, hospitality, and / or adventure tourism an asset
- Courses in computers, languages, sales, customer service and outdoor leadership are an asset
- Fundamental knowledge and understanding of internet operations, functionality, and current technologies
- Strong computer skills with experience using MS office computer applications (Word, Excel, Google account) and contact management systems

Attributes

- Social media savvy and already actively using an Instagram account, and other social media platforms
- Strong Commitment to Long-Term Success of business strategy
- Patience while communicating technical information to other team members
- Sense of humor
- Interact with every customer in a friendly, professional, and caring manner
- Be proactive and make sure that you have all of the information, tools, and skills needed
- Exhibit all the positive traits and passions of a healthy mountain lifestyle
- Smart, driven, proactive, with a positive mindset and a willingness to learn

Apply

- Please send your resume and cover letter to crew@callaghancountry.com
 - Feel free to contact us by telephone with any questions: **604-938-0616**
-