

SALES AND MARKETING ASSISTANT

Company: Black Ball Ferry Line

Job Type: Full-Time (Summer), Part-Time (Winter)

Reports To: Jessica Wiersma, Sales and Marketing Manager

Location: 430 Belleville Street, Victoria, British Columbia

Start Date: ASAP

Salary: \$25.19/hour

Company Information

Black Ball Ferry Line provides the only daily, year-round vehicle and passenger ferry service between downtown Victoria, British Columbia and Port Angeles, Washington State. The company's administrative offices are located in Seattle, with terminals and operations personnel at both Victoria's Inner Harbour and Port Angeles. In December 2019, Black Ball Ferry Line celebrated its 60th anniversary of service as a vital tourism and transportation link between Vancouver Island and the United States. Employing over 100 people in peak season, the familiar sight and sound of the MV COHO has become a permanent fixture of the landscape in the region for 60 years.

Position Summary

The Sales and Marketing Assistant is a "jack-of-all-trades" responsible for maintaining the highest level of customer service within a demanding work environment. This position works closely, but often independently, with a small Sales and Marketing team and other departments and managers to achieve significant revenue goals. The position will be full time in the summer, and part time in the winter (with potential to be full time throughout the year). The position is supervised by the Sales and Marketing Manager.

Position Responsibilities

- Answers customer calls regarding packaging and assists with travel bookings. May also provide technical support for customers having difficulty using the booking system.
- In coordination with the Sales and Marketing team, manages packaging inventory and rates both online and on the phone.
- Assists the Sales and Marketing team with the development of pricing and itineraries for packages, including hotels, attractions and special events.
- Works with the Sales and Marketing team to develop promotions, ads, campaigns and contests.
- Assists with content creation across platforms, including copy writing and editing.

- Updates website content and schedules, as well as other websites operated by Black Ball.
- Assists with developing and distributing the company e-newsletter for promotions and road closure notifications, as well as contact list management.
- Inputs tour operator contracts, F.I.T. bookings and bus tours on a regular basis. Assists in maintaining relationships with tour operators and re-sellers.
- Monitors and responds to online reviews (i.e. TripAdvisor, Yelp and Google).
- Updates third party websites (i.e. TripAdvisor and Google) with business hours and information as needed.
- Represents the company at trade shows and other events occasionally.
- Reports/analyzes data for Google Ads, Google Analytics, Bing Ads and hotel/attraction partner statistics.
- Works with the Sales and Marketing Manager to provide onboard Tour Desk and terminals with festival/events information, as well as product changes.
- Supports the Sales and Marketing team with duties as assigned.

Requirements

The position requires excellent written and verbal communication skills with attention to spelling and grammar. Knowledge of basic accounting principles and solid math skills are also required. Excellent customer service skills, with particular emphasis on telephone interaction with the public, are required. Experience in the tourism sector, particularly with hotels and/or attractions, is preferred but not required. Experience with tourism marketing, direct mail, advertising, editing and copy writing is also preferred. Must be a self-starter and able to work and excel independently, while working as a part of the Sales and Marketing team.

Additional Information

Flexibility to work weekends and early evenings is required. Occasional special event hours may be required.

Please submit your cover letter and resume by email to jwiersma@blackball.com with attention to Jessica Wiersma, Sales and Marketing Manager.

Please note we will only be contacting candidates we have selected for interviews.