

## **SALES AND MARKETING COORDINATOR**

**Company:** Black Ball Ferry Line

**Job Type:** Full-Time, Permanent

**Reports To:** Jessica Wiersma, Sales and Marketing Manager

**Location:** 430 Belleville Street, Victoria, British Columbia

**Start Date:** ASAP

**Salary:** \$53,000 - \$60,000 + Benefits

### **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 Coordinator 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 is supervised by the Sales and Marketing Manager.

### **Position Responsibilities Include**

- Works with the Sales and Marketing team to develop promotions, ads, campaigns and contests.
- Produces photos and videos for promotions and online advertising.
- Participates in content creation across platforms, including copy writing and editing.
- Develops online posts and strategy including contests and promotions for social media platforms.
- Assists with the development and implementation of online advertising.
- Assists with the coordination of special events and festivals.
- Updates website content and schedules, as well as other websites operated by Black Ball.

- Develops and distributes the company e-newsletter for promotions and road closure notifications, as well as contact list management.
- In coordination with the Sales and Marketing team, manages packaging inventory and rates both online and on the phone.
- Answers customer calls regarding packaging and assists with travel bookings. May also provide technical support for customers having difficulty using the booking system.
- Assists the Sales and Marketing team with the development of pricing and itineraries for packages, including hotels, attractions and special events.
- 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.
- Assists with coordination of media and industry FAM travel bookings.
- Coordinates logistics of package bookings with office managers in both ports.
- 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**

Must be a self-starter and able to work and excel independently, while working as a part of the Sales and Marketing team. Education and/or experience in marketing, public relations or a related discipline is desired. A creative mind or inventive marketing experience is also desired.

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. Must be comfortable with social media of all varieties and be able to create and manage content for our website using a content management system. 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.

### **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](mailto: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.