

SALES AND MARKETING ASSISTANT

Position Title: Sales and Marketing Assistant

Salary: \$57,000 CAD + Benefits (after probationary period)

Job Type: Full-Time, Permanent

Location: Black Ball Ferry Line's Victoria Terminal, 430 Belleville Street, Victoria, BC

Reports To: Director of Marketing, Jessica Wiersma

Start Date: Beginning – Mid February

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 2024, Black Ball Ferry Line celebrated its 65th 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 over 65 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 to achieve significant revenue goals.

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 over 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.
- Assists with updating website content.
- Assists with developing and distributing the company e-newsletter for promotions and road closure notifications, as well as contact list management.
- Assists with tour operator contracts, F.I.T. bookings and bus tours on a regular basis.
- 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.

- Occasionally represents the company at tourism-related events (ie. various festivals and trade shows).
- Reports/analyzes data for Google Ads, Google Analytics, Microsoft Ads and hotel/attraction partner statistics.
- Works with the Sales and Marketing team to provide onboard Tour Desk and terminals with festival/events information, as well as product changes.
- Supports the Victoria Terminal team with selling tickets, answering phones, and covering as needed.
- Assists the Sales and Marketing team with other 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 interactions with the public, are required. Experience in the tourism sector, particularly with hotels and/or attractions, is preferred but not required. Experience or education 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.

Weekend availability is required – The candidate will work 8:30am - 5:00pm Wednesday to Sunday, subject to change.

Please submit your cover letter and resume with attention to Jessica Wiersma, Director of Marketing at jwiersma@blackball.com.