



CAREER OPPORTUNITY

Marketing and Sales Manager

Are you looking for a rewarding career that makes a difference?

HaiCo's Mission is to generate a diverse, functioning and sustainable economy on Haida Gwaii, for the long term well-being of the Haida People and culture. As employees of the HaiCo organization, we are constantly challenging ourselves to find innovative ways to build an enterprise that creates and develops new opportunities for our shareholders, the Haida People and the economy of Haida Gwaii.

POSITION SUMMARY

Reporting to the CEO and working directly with the Management Team, the Marketing and Sales Manager will lead and manage HaiCo's marketing and sales activities for our various businesses with particular focus on Haida Resorts and Lodges and Haida Wild Seafoods.

The incumbent will oversee the development of the sales and marketing strategic plan and implement a growth oriented plan through HaiCo's marketing and sales teams.

KEY RESPONSIBILITIES

- In conjunction with the Management Team, develop the annual strategic marketing & sales plan and budget with the overall goal of growing our customer base and developing new markets for HaiCo's various business entities including Haida Tourism Limited Partnership, Haida Wild Seafood and Taan Forest Limited Partnership.
- Operationalize the strategic sales and marketing plan and collaborate with the Marketing and Sales teams within HaiCo to execute the plan and monitor success.
- Manage and develop a team of high performing staff who are connected to the overall goals of HaiCo. Provide leadership, effective communication, training, coaching, motivation and direction.
- Ensure a customer-centric culture within the marketing and sales teams. Nurture existing clients, deal with complaints and ensure service recovery where necessary to keep relationships strong.
- Ensure technology including CRM is used effectively and consistently by sales team and is kept up to date with customer and prospect information.
- Research and predict market trends, competition and potential opportunities/new markets and develop new sales ideas.
- Overall responsibility for brand management and corporate identity.
- Develop and implement marketing campaigns (including print and online) and coordinate campaigns with sales activities.
- Collaborate with marketing and sales teams, operations and management in launching new brand and product offerings.
- Explore opportunities with travel trade partners and other sales opportunities. Negotiate contracts and closes sales agreements.

- Analyze trends and identify new markets and support the development of potential new products and services including cultural tourism, specialty seafood and value-added lumber.
- Maintain effective internal communication to ensure staff is informed of marketing and sales objectives and activities. Coordinate information initiatives to Haida Nation and Board of Directors.
- Forecast and track key marketing and sales metrics and prepare reports to share this information.
- Attend trade shows and conferences to promote Haida Resorts and Lodges and Haida Wild Seafoods.
- Coordinate information initiatives to Haida Nation and Board of Directors.

Other related duties as assigned

KNOWLEDGE, SKILLS AND ABILITIES

- Strategic and creative thinker with the ability to translate strategy into executable marketing and sales plans
- Strong interpersonal skills and ability to work with a variety of different people with varying backgrounds and perspectives
- Ability to lead, motivate and develop a high performing team of sales and marketing professionals
- Strong team work skills and the ability to instill a teamwork culture within department
- Excellent communication skills including: listening, negotiation, presentation, and writing
- Adaptable, proactive and strong problem solving skills
- Ability to deal with conflicting or difficult situations and find appropriate solutions
- Well-developed market research skills
- Strong project management skills with the ability to manage multiple projects
- Able to effectively use customer management software and other marketing and sales tools
- Based in the Richmond office, travel to our businesses on Haida Gwaii will be required

TRAINING, EDUCATION AND EXPERIENCE

- Minimum 5-7 years of relevant marketing and sales experience with at least 2 years in a management position
- A Bachelor's Degree in Marketing, Sales or related field
- Diverse industry/product marketing experience preferably including tourism and/or consumer goods
- Experience in various marketing platforms including print, web, and social media
- Proven track record of providing an exceptional customer-centric experience throughout the sales process
- Understanding of Aboriginal Tourism and the opportunities within this market
- Class 5 Drivers License

HOW TO APPLY

Please submit your cover letter and resume to careers@haico.ca by June 2, 2017