



Inn at Laurel Point

Winner of the "Outstanding Workplace" Chamber of Commerce Business Award!
Employer of the Year Award, Tourism Vancouver Island (2018)

Job Title: Aura Sales Manager

Job Status: 12 Month Contract

Compensation: \$30/ hour for 12 month contract

Anticipated workload: 15 hours per week

Summary of Position: This new addition to the Aura team will help relaunch Victoria's newest hotel restaurant. Excited? We are! After undergoing a renovation, Aura will re-open with an innovative new concept, unique to the city's hotel restaurant scene. The Aura Sales Manager will re-introduce Aura to our loyal guests and actively seek new clients who will quickly join the fan club. This position offers flexible hours which will be completed at home, in Aura or at events representing Aura, and is task driven. Reporting to the Director of Food & Beverage, you will work collaboratively within our food & beverage and marketing teams, and will be responsible for achieving (crushing) clear revenue and activity goals. **We are looking for someone with proven sales abilities within a food & beverage setting with a keen interest in food & beverage.**

Responsibilities:

- Creating awareness of Aura's new concept with clear messaging
- Increasing our local customer base by developing and maintaining strong relationships with clients and industry contacts
- Develop, present and operationalize action plans. Track performance of leads
- Work collaboratively with the Director of Food & Beverage, Executive Chef and Marketing Manager to monitor Aura's potential for business
- Identify key people and organize FAM visits to Aura
- Prepare weekly, monthly, quarterly and annual reports as required
- Implement competitive set and stay abreast of emerging market trends
- Manage and promote Aura's brand on social media and other mediums; increase engagement Manage special projects and other duties as assigned
- Develop promotions for Aura

- Assist in development and tracking of referral and loyalty programs
- Curate and maintain a list of sites, etc. promoting Aura and Aura's events and identify opportunities

Qualifications:

- Demonstrated proficiency in food and beverage sales, self-motivated and results driven
- Background in marketing, communications and/or food and beverage industry preferred
- Confident, well groomed, professional presentation and demeanor
- Superior interpersonal skills, exceptional written and verbal communication skills, exceptional proofreading skills, clear social media voice
- Ability to work independently and meet deadlines through excellent planning and organizational skills, ability to multitask
- Proficiency in Microsoft Office
- Proficiency in social media platforms including photography skills, and WordPress an asset
- Proficiency in Photoshop and Illustrator an asset
- Ability to attend daytime, evening and weekend events as an Aura representative
- Ability to commute independently

Reports To: Director of Food & Beverage

Summary of Company:

Inn at Laurel Point is an elegant, Pacific Rim-inspired waterfront hotel located downtown on Victoria's Inner Harbour. It was the first carbon-neutral hotel in BC and, Condé Nast Traveler has rated the Inn as one of the top 25 hotels in Canada. For more information visit www.laurelpoint.com.