
**Outstanding Workplace of the Year Award, Chamber of Commerce
Employer of the Year Award, Tourism Vancouver Island**

Job title: Administrative & Marketing Assistant

Job Status: Full-time, Permanent

Summary of Position:

To represent Inn at Laurel Point in all guest interactions as an “Elegant, Pacific Rim Inspired waterfront inn where memories are created.” The Administrative & Marketing Assistant supports the Marketing, Sales, and Events department by coordinating and assisting in daily activities.

Responsibilities:

- Support the overall sales & marketing strategy for Inn at Laurel Point; everything from sales inquiries, administrative duties, to brand building
- Be the first point of contact for all general inquiries into the department
- General administrative duties, including, but not limited to, mail distribution, file maintenance, reporting, form & document preparation, signage, and database updates
- Book and manage all internal bookings, create and distribute Banquet Event Orders
- Manage, format and build banquet catering, tour and hotel-wide menus
- Manage and order stock of office supplies and promotional material, including Sales and Events team gifts and giveaways
- Assist when required with creation of sales proposals, estimates, floorplans and agreements on behalf of Sales & Events team, in a timely manner
- Accurately enter and maintain OPERA database with group booking information, prospected lead lists and record details from client communication
- Prepare contract files, collect deposits, ensure file accuracy, and confirm all details before handing over to the Event Department
- Support and act as an ambassador to the Sales, Events & Marketing Team while they are out of the office and quickly respond to all leads
- Perform site inspections when required and assist with FAM visits and client events
- Assist with maintenance and monitoring of websites for both Inn at Laurel Point and Aura Waterfront Restaurant + Patio
- Responsible for elements of social media; content collection, creation, page & inquiry management and analytics
- Support marketing campaigns and implement content calendar plan on social media channels and throughout the hotel, including event resumes for specific promotions
- Monitor online competitor presence/perception, research new blogs and channels for relevance/trend spotting

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- Assist and write Inn at Laurel Point blog and build an active brand ambassador network to promote the Inn, with a focus on key market segments
 - Other duties, projects, and initiatives as assigned by the Director of Sales & Marketing

Qualifications:

- Previous marketing/communications/administrative experience required
- Minimum one year of professional social media experience and managing social media platforms required
- Excellent knowledge of Microsoft Office: Word, Excel, Outlook, and PowerPoint
- Post-secondary education in Hospitality & Tourism Management or a related field an asset
- Knowledge of OPERA (or other property management system) and Social Tables an asset
- Working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign) and WordPress an asset
- Strong critical thinking abilities
- Strong organizational skills and attention to detail
- Strong written and verbal communication skills
- Exceptional listening skills and telephone etiquette
- Ability to multi-task, prioritize and work well under pressure
- Confident, well groomed, professional presentation
- Must be self-motivated and be able to work professionally with colleagues at all levels
- A strong focus on service and exceptional guest and colleague relationship building
- Must be able to embrace the 4 core values of the Inn at Laurel Point: Excellence, Respect, Curiosity and Stewardship

Reports To: Director of Sales & Marketing

Closing Date: Please submit your application as soon as possible as applications are reviewed daily

Apply Now! Please email your cover letter and resume to Ann Reeves, Human Resources Manager at careers@laurelpoint.com. For more information, contact Ann directly at 250-414-6726.

What's in it for you?

- Competitive Wages
- A fun & friendly workplace culture that embraces diversity
- Cross-training opportunities to grow your skills
- Best staff meal in town and by the way, it's free!

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- Complimentary parking on non-restricted days during the off-season
 - Comprehensive benefits package
 - Colleague of the month recognition program
 - Summertime volleyball on Sticky Wicket rooftop, BBQs on our stunning Terrace patio, free themed year-end Gala to thank you
 - AURA waterfront restaurant + patio staff discount - 50%
 - Need a staycation? We've got you covered, after your 1-year work anniversary, enjoy a complimentary one night stay including breakfast for 2
 - Friends & Family hotel discount (*so you can show off your amazing workplace*)
 - Candidate referral bonus - \$300
 - Industry discounts
 - Workshops
 - Cross-training opportunities
 - Skill and advancement training programs
 - Shower and locker facilities

Thank you for considering Inn at Laurel Point as your employer of choice!