



JOB POSTING – The Okanagan Golf Club

Position Title:	Sales and Marketing Manager	<i>The Okanagan Golf Club boasts 36 holes of spectacular championship golf. The Quail Course, designed by renowned golf architect Les Furber, was built in 1994, and features dramatic elevation changes and breathtaking views. The Bear Course, built in 1998 by Jack Nicklaus Golden Bear Designs, is the jewel of the Okanagan Valley.</i>
Department:	Administration	
Reports to:	General Manager	
Job Type:	Full-time, Salary	
Application Deadline:	December 15, 2018	

POSITION OBJECTIVE

This position requires the individual to market, sell and supervise all golf, meeting, banquet and wedding events. This position has a primary focus of increasing “Golf”, “Wedding”, “Meeting”, and “Banquet” revenue. In addition, the Sales and Marketing Manager is responsible to drive incremental facility revenue’s through these events. (i.e. food and beverage, golf shop merchandise etc.)

RESPONSIBILITIES AND EXPECTATIONS

- Create annual marketing plans for Golf and Food and Beverage revenue streams
- Have a strong passion for marketing and selling golf, wedding, meeting, and banquet events
- Liaise with Clients, beginning with sales process, and help formulate the necessary requirements for a successful event
- Produce contracts and correspondence files for Group bookings/meetings/banquets
- Maintain files and follow up with any Client requests
- Relay any Food and Beverage requirements to the Food and Beverage department and arrange client accounts
- Receive and process deposits/payments through Golf Shop POS and acknowledge confirmation of payment
- Finalize numbers, rentals, banquets rooms and all requirements for event through event sales order
- Provide backup for any additional day-of event charges
- Work with Accounting department to ensure reconciliation of event
- Work with General Manager, Head Golf Professional and Director of Food and Beverage Services to help develop and execute sales and marketing strategies
- Maintain high standards set out by GolfBC Core Values
- Participate in and lead weekly Contract Meeting
- Attend and contribute to bi-weekly Management Meeting
- Conduct site visits

GolfBC’s Mission

To be the recognized leader in providing **great golf experiences, exceptional team performance,** and a **sound return on investment...**every day

DUTIES AND TASKS

- Create, update and distribute contracts with as much information as possible
- Discuss event strategy with Head Golf Professional, Director of Food and Beverage Services & GM as outlined by the tournament or banquet contract
- Contribute to and help coordinate social media communication
- Assist in database collection and strategize over use of
- Prepare tournament services using the tournament software program
- Work in an admirable and teamwork orientated manner
- Be conversant with all liquor, fire and safety regulations as they apply to the operation of the clubhouse
- Have a thorough knowledge of set up, layouts and maximum room configurations for a variety of banquet activities including meetings, conferences, exhibits, receptions and banquets
- Assist Food and Beverage department as required
- Complete monthly sales reports
- Attend to Clients and Guest requests as required
- Maximize tee sheet through efficient bookings
- Correctly enter data into the POS
- Ensure communication is ongoing

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES

- Sales
- Marketing
- Supervisory and business management
- Organization
- Communication and interpersonal skills
- Decision making
- Ability to train other Team Members
- Knowledge of Food and Beverage
- Ability to operate POS
- Keyboard and word processing skills
- Excel
- Verbal and written communication
- Ability to work with minimal supervision
- Meet deadlines
- Solid understanding of Sales and Events in the Golf industry
- General understanding of audio-visual equipment
- Financial Management capabilities
- Social media knowledge and skills
- POS and Retail skills

WORK CHARACTERISTICS

- Primarily inside work within an office environment
- Outside event execution
- Fast paced work environment
- Must be able to work on a shift basis including weekends and evenings (8 to 10 hours per day)

BENEFITS AND COMPENSATION

- Year-Round Salary (based on experience)
- Yearly Bonus potential
- Meal Plan
- Medical and Dental Coverage
- Complimentary Golf and Retail perks

TO APPLY

Please send your resume and cover letter to:

General Manager, Dan Matheson

dmatheson@golfbc.com

Posting closes: December 15, 2018

OUR CORE STANDARDS

Live our core standards – F.I.R.S.T.!

- Friendly and Helpful
- Initiative and Action
- Respect and Dignity
- Sales and Service
- Team and Facility Appearance