

JOB POSTING – Mayfair Lakes Golf & Country Club

Position Title:	Sales and Events Manager	<i>With the towering beauty of the North Shore Mountains serving as a backdrop, Mayfair Lakes in Richmond is a genuine golf sanctuary, offering a secluded country ambiance that's just minutes from Vancouver. The intrigue lies in the abundance of lakes and waterways that come into play on 13 of the 18 holes, adding as much challenge as aesthetic appeal to the course. In fact, this 6,641 yard Les Furber design has had the privilege of hosting many national tour events, and continues to rank as a favourite among tour professionals.</i>
Department:	Administration	
Reports to:	General Manager	
Job Type:	Full-time, Salary	
Application Deadline:	April 7, 2019	

POSITION OBJECTIVE

1. To ensure the proficient operation of the Administration Department and all related inside sales, marketing and event booking, planning and execution
2. To coach, develop and train Team Members
3. To ensure that exceptional customer service is provided and that our guests enjoy a great golf experience

STRUCTURE

Reports to: General Manager
Works closely with: Sales and Events Coordinator, Food and Beverage Manager, Golf Operations

DUTIES AND RESPONSIBILITIES

1. **Sales and Marketing**
 - Help with departmental budget preparation
 - Prepare monthly departmental reports
 - Help prepare and implement the Sales and Marketing Plan
 - Design advertising schedules (for the golf course and clubhouse/restaurant)
 - Trade show planning, preparation, and attendance
 - Event sales and planning including actively seeking marketing opportunities within the community (hotels, convention departments, concierge desks, sales departments, etc.)
 - Site inspections and FAM tours
 - Marketing production and designing/ordering collateral in conjunction with corporate marketing department
 - Handle confirmed group bookings
 - Direct sales and liaise with tour operators/DMC's (including both existing relationships and seeking new connections)
 - Liaise with Food and Beverage department: planning/preparing for upcoming events, marketing in-house in events and promotions
 - Manage contra/business opportunities and relationships with media/corporations/neighboring businesses

- Manage existing relationships with bus line/tour operator companies
- Involvement with Tourism Vancouver, Tourism BC, VCCM and WRA with the Sales, Meeting and Incentive Travel, and Convention Departments
- Attendance and participation with regional Tourism Committees
- Work with all department managers to implement the approval sales plan of action with the immediate objective of increasing sales in the current season
- Meet with General Manager on a regular basis to ensure effective coordination, planning, and communication of ongoing sales and marketing activities
- Work independently on sales position requirements to identify potential sales leads, initial contacts, ongoing sales solicitation, handling of incoming inquiries, site inspections, trade and travel shows, final bookings, and client handling.
- Maintain accurate tracking records of all sales and follow-up activities including building of the departmental database in each sales objective area identified.
- Provide accurate and timely reports of all sales activities reflective of the sales representative positions on a weekly basis
- Provide support of additional sales and marketing initiatives as they arise in effort to maximize overall benefits and opportunities
- Provide support and assist with departmental administrative duties including word processing, filing, telephone inquiries, customer information requests, on-site sales opportunities, etc.
- Follow up and tracking of initial inquires, tentative sales leads, and monitoring of deposit and confirmation requirements.
- Implementation of daily sales plan of action including in-house sales calls, booking appointments, outside sales efforts, guided site inspections, and researching sales leads as necessary
- Up-selling potential sales business with existing golf programs, food and beverage, golf shop retail, and banquet/meeting space (when appropriate).
- Identify, coordinate, and implement all approved sales and marketing printed advertising programs (flyers, brochures, special events, etc.) in cooperation with General Manager and Corporate Marketing Department.
- Inventory and control of all collateral sales tools, packaging, etc.
- Attend weekly Departmental Communication Meetings when necessary/requested
- Oversee, assist with, and manage all social media accounts across varying departments

2. Guest Experience

- Become knowledgeable and able to answer basic questions about the property and company
- Ensure guest services and procedures measure up to club standards
- Ensure each guest receives consistent service and products

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES

1. Technical Skills and Knowledge

- Solid understanding of the Golf and Wedding environment
- Background in tourism and hospitality industry with extensive golf operations experience
- Education related to the industry or of a business nature

2. Abilities

- Business Management
- Organization
- Communications, Telephone, Social Media
- Quick evaluation and decision making
- Strong Comprehension of English Language
- Understanding and knowledge of the golf industry
- Strong Public Relations and human resources
- POS knowledge and programming
- Keyboard and word processing abilities
- Must be able to meet deadlines as required
- Work efficiently in a non-supervised position
- Must be able to work in a fast-paced environment and be able to maintain organization

WORK CHARACTERISTICS

- Primarily inside work within an office environment, some outside work required
- Will be required to work some evenings, weekends, and/or holidays

COMPENSATION AND BENEFITS

- Salary Range \$50,000 - \$55,000
- Annual Bonus Structure \$5,000 - \$7,000
- Medical/Benefit Program available after 90 days
- Golf benefits at all GolfBC courses
- Restaurant and retail Team Member discounts

Please send your resume and cover letter to:

General Manager, Mike Smedstad
msmedstad@golfbc.com

Posting closes: April 7, 2019

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