



### **Role Summary**

This full time Sales Assistant position requires accurate attention to detail and the ability to communicate information to the appropriate staff member in a timely fashion. Responsible for supporting and assisting in Sales, Marketing and Administration for the Bark Lake Leadership and Conference Centre. This includes assisting with sales inquiries, promotional and advertising materials, general office administration and maintaining accurate client records.

**Reports to:** Sales and Marketing Coordinator

### **Time Requirements:**

This role is typically Monday to Friday

*Note: This role also requires a large degree of flexibility to work unusual hours including weekends, evening, and holidays during peak business hours.*

### **Duties and Responsibilities:**

1. Assisting with sales inquiries:
  - a. Assist with site tours to potential clients as required.
  - b. Work with the Guest Services Coordinator presenting Information Sessions offsite as required.
  - c. Responsible for responding to initial inquiries by providing our clients with a Bark Lake information package via mail, email or other means.
  - d. Fields and answers emails and phone calls as required.
2. Assisting with Promotion, Advertising and Social Media:
  - a. Assists with the design and creation of marketing material; on-line, print and display.
  - b. Promotes and develops our on-line brand through a variety of social media platforms (posting, pictures, and events).
  - c. Creates and distributes of the Bark Buzz – e-newsletter.
  - d. Ensures brand integrity through consistency and brand management.
  - e. Tracks, inventories and distributes promotional materials and re-orders when necessary.
3. Trade Shows, Conferences and Presentations:
  - a. Maintains and communicates a Trade Show calendar for Bark Lake to attend, and, makes recommendations to Management of new upcoming shows.
  - b. Attends trade shows, conferences and other events to generate new leads as a Brand Ambassador.
  - c. Assist with School/Parent presentations.
4. Administration
  - a. Attends and is responsible for taking minutes during the weekly Department Head Meetings.
  - b. Responsible for maintaining a full office supply inventory and office cleanliness.
  - c. Creates, updates and maintains accurate client files and group information sheets.
  - d. Inputs client and booking information into RMS (Residential Management System).
  - e. Assists with data entry of client feedback and experience.



# BARK LAKE

LEADERSHIP AND CONFERENCE CENTRE

## SALES ASSISTANT

5. Assists with Sales and Marketing Strategy:
  - a. Gathers, maintains, and utilizes relevant market intelligence (analytics, promo codes, trends) to help create strategic advantages and pricing strategies in the marketplace.
  - b. Acts as an ambassador for the Bark Lake brand of adventure, leadership, and unwavering customer service.
6. Demonstrates an openness and willingness to assist with other tasks and duties outside of the above, as assigned by the Sales and Marketing Coordinator of Bark Lake Leadership and Conference Centre.

### **Key Relationships:**

1. Sales and Marketing Coordinator & Director
  - Regular two-way communication and updates on client's information and records.
  - Working closely to ensure client satisfaction and sales results.
2. Administration Manager & Special Events Coordinator
  - Collaboration of ideas and plans for social media platforms to promote and develop Bark Lake.
  - Weekly Management meetings