



An Affiliate of the Métis Nation of Alberta

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metiscrossing.org

Marketing and Sales Manager

Location: Métis Crossing, Smoky Lake, AB.

Closing Date: Until Suitable Candidate Found

Position Status: Full time, Permanent

The Opportunity

Métis Crossing is Alberta's first major Métis destination where we share and celebrate the Métis culture with all people! With its unique design that combines both traditional and contemporary Métis craftsmanship, The Lodge at Métis Crossing is a special blend of comfort, culture, and Métis history. Directly adjacent to the Métis Crossing Cultural Gathering Centre, our 40-room boutique lodge offers scenic views overlooking the majestic North Saskatchewan River, the very route used by our Métis ancestors as they gathered at this very spot. The Lodge offers a Bistro for coffee and express breakfast, as well as a Lounge for cocktails and light snacks.

Reporting to the Chief Executive Officer (CEO), the Marketing and Sales Manager will have the primary responsibility of identifying and developing key markets that will generate interest in Métis Crossing and increase visitation and revenue. Métis Crossing is designed to be an anchor Indigenous attraction in Alberta, and this position will be an integral part of the small team tasked with achieving that end.

Key Responsibilities

As a key member of the Métis Crossing team, the Marketing and Sales Manager will find ways to generate visitor interest in Métis Crossing to increase visitation and revenue. This position will require attention to both marketing and sales efforts.

- Create, plan and execute a sales and marketing strategy that includes all sales and marketing opportunities (i.e. tradeshow, weddings, corporate events, travel trade partners, etc.) and incorporates software/tools to maximize efficiency
- Plan, coordinate, and execute all communications, marketing and sales initiatives related to Métis Crossing, including advertising, tourism promotions, and launching of programs/services.
- Creation of content for promotions and collateral materials for videos, releases, presentations, digital platforms, and any other related communications and marketing initiatives.
- Responsible for Métis Crossing website including content creation, and ensuring website is kept up to date

- Plan, creation of content and manage Social Media/SEO strategy including reputation management
- Liaise with industry and regional partners to build long lasting relationships.
- Proactively build and promote healthy, long-lasting customer relationships, including an understanding of current and potential future customers needs.
- Develop plans for researching, evaluating/analysing, and reporting on various initiatives.
- Ongoing analysis of data to create reports that guide decision making

Skills & Competencies

- Knowledge of Métis history, culture and communities
- Knowledge of Métis traditional skills
- Public engagement and presentation skills
- Project planning and implementation.
- Competency to identify, develop, and execute initiatives and messages to different audiences. Ability to assess options and implications, engage different perspectives, and create strategic solutions for communications challenges.
- Critical thinking skills
- Technical skills and experience with Adobe Creative Suite, WordPress, Hootsuite, and various social media platforms.
- Able to manage multiple priorities and project deadlines.
- Experience with event photography.
- Excellent written, oral, presentation, and report writing skills
- Excellent budgeting abilities

Qualifications

- Post-secondary tourism, marketing or sales related education.
- Minimum 5 years of related experience

Other Requirements

- Successful candidate must be able to work in Smoky Lake County at Métis Crossing.
- Availability to work a flexible evening and weekend schedule as required.
- Travel within Alberta, and less frequently, out-of-province may also occur, with notice.
- Political sensitivity and ability to deal with confidential information.
- Must have a driver's license as well as an operational vehicle.
- Must be able to obtain a Clear Criminal Record Check with Vulnerable Sector Check.
- Must be able to obtain a Clear Child Intervention Record Check required.

What we Offer

- The opportunity to work with an Indigenous organization and be part of an exciting journey towards self-governance.
- The opportunity to contribute to one of Alberta's most exciting tourism destinations in the making.
- Learnings about Métis history and culture, and a rich Indigenous cultural experience.
- Personal development opportunities.
- A comprehensive benefit package and employer contributions to Pension Plan.
- Three (3) weeks paid vacation.

Please apply online at <https://www.vscyberhosting3.com/metis>

Métis Crossing thanks all applicants for their interest. Only applicants selected for an interview will be contacted. No phone calls please.