



Position Description

What we are counting on you for - deliverables and expectations:

Title:	Sales Manager
Reporting to:	Director, Sales & Events
Salary:	Salary band starting at \$57'000.00 annually. Robust benefits package, RRSP match, wellness benefit, training and education allowance.
Overview:	Your passion for sales shows in your results. You are inspired by Indigenous Culture and the beautiful venue at the SLCC. Through honest relationship building and sound sales strategies, you bring amazing opportunities to the SLCC. You will support the leadership team in communicating the needs of the client to create the best guest experience possible.
About SLCC:	<p>The Squamish Lil'wat Cultural Centre (SLCC), where mountains, rivers and people meet, embodies the spirit of partnership between two unique Nations who wish to preserve, grow and share our traditional cultures.</p> <p>The vision of the SLCC is to share our cultural knowledge to inspire understanding and respect amongst all people.</p>

Sales Operations

- Develop sales and pricing strategies to acquire new customers and partnerships, growing the revenue and showcasing the SLCC Cultural experience.
- Support setting sales goals and entering them in to Tripleseat, continually monitoring results and adjusting your direction and efforts as needed.



- Maintain an understanding of SLCC client needs, industry trends and our competitive set for all segments
- Design and develop compelling products, based on needs of tour and travel, wedding and conference marketplace.
- Expand relationships with business partners within the community; hotel sales teams, Tourism Whistler, RMOW, destination management companies, event planners and activity providers.
- Maintain a routine and warm connection to the resort community – outbound sales, and check-ins with our neighbors, partners and resellers is important work.
- Identify and attend key business-to-business and direct-to-consumer events and tradeshows
- Work collaboratively with marketing to support sales goals - collateral, campaigns, social media etc.
- Collaborate and support the Tour and Trade Sales Support, Events Manager, Chef and Operations Manager to plan, promote and activate events for business partners and clients.
- Support/Lead on the floor, and at events when business levels require it.
- Assist the Finance Manager with creating budgets and managing expenditures.

While the above expectations form the majority of this role, it is expected that all team members will come together to help, outside the boundaries of their job description, and across all departments.

We all live the SLCC values of Passion, Empowerment, Collaboration and Equality

- **Passion:** Has a voice in sharing the pride of cultures; creates a sense of connection and belonging; and brings a sense of humour.
- **Empowerment:** Takes ownership and follows up; trusts self and each other; and openly ready to learn and grow through successes and mistakes.
- **Collaboration:** Works closely with team towards a common goal; acknowledges differences and draws on each other's strengths; and shares own perspective while also being curious about other's perspectives.
- **Equality:** We treat others as we would like to be treated, with fairness and respect.

What you will bring to our team:

- Result oriented, with strong analytical skills.
- Attention to detail and accuracy is essential.
- Strong oral and written communication skills.
- Able to build and maintain strong relationships.



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SQUAMISH LÍLWAT CULTURAL CENTRE

- Disciplined and motivated to work independently to achieve results.
- Approachable and professional manner, with a positive attitude.
- Passion for our culture first perspective - people, tourism and service.

Experience and Education

- Experience and curiosity with Indigenous Culture and tourism is an asset, as is Cultural Sensitivity training.
- Minimum 2 years of experience in Hospitality and Sales.
- Education or training in marketing, communication, tourism or business (lived experience welcome).
- Able to work a varied and flexible schedule as required to meet business demands.
- Knowledge of Sea to Sky tourism industry.
- Systems and Administrative Proficiency – Event Management Software, CRM, and POS.
- Clear criminal background check.

Application and Selection Process:

Please apply by sending your cover letter and resume to human.resources@slcc.ca by October 18th 2024

If you are selected for an interview, there may be multiple steps in our selection. We are committed to diversity, equity and inclusion for all people and hire using these principals.