



Position Description

Sales Manager, Weddings & Corporate

About the SLCC

The Squamish Lil'wat Cultural Centre embodies the spirit of partnership between two unique Nations who wish to preserve, grow and share their traditional cultures. At the SLCC our purpose is to Uplift the Skwxwú7mesh and Lílwat7úl people, with pride and visibility on their land.

About the Role

The Sales Manager role is an *onsite* role, which proactively delivers on outreach and strategic client engagement through the sales cycle - from lead generation and contract finalization, through to event execution. You are actively responsible for sourcing, negotiating and closing sales for **Group Sales - Corporate events and Weddings**. Your passion for sales shows in your results, and you are curious and inspired by Indigenous Culture, the meaningful work and the unparalleled SLCC venue. We are a small and committed team, and all team members work together to help, outside the boundaries of their job description, and across all departments.

Salary band starts at \$65,000.00 annually*, and is experience dependent. We offer extended Health Benefits, RSP Matching Program, WB Seasons Pass, Health & Wellness spending account, Training and Development budget

* An adjusted fortnight schedule, 4 days then 5 days per week, is available.

What we count on you for:

Sales Operations

- Accountability for the sales cycle - from qualifying leads, proposals, site visits and contracting to ensuring accurate booking details in the events system.
- Source and develop leads through networking, outbound prospects and industry and community engagement.
- Achieving and exceeding sales targets set by the Director of Sales & Events.
- Monitor key metrics and identify opportunities to improve conversion and increase revenue. Report bi-weekly on lead status, conversion rates, and closed sales.
- Timely handover of contracts to the Events & Catering team.



Business Development - Product & Experience

- Develop and refine packages & pricing for our corporate and wedding markets.
- Monitor industry trends to evolve offerings and stay current.
- Collaborate with Marketing to align on sales strategies and product messaging.

Collaboration & Community Engagement

- Build and nurture strong relationships with local partners, and key partners and allies.
- Represent the SLCC at industry functions, networking events, and relevant trade shows.
- Work closely with Events Manager for smooth client handoffs and contract management.
- Collaborate with Events Manager, Executive Chef, and Cultural Sharing for seamless event execution.
- Provide on-site leadership and support for key events when required.

Finance

- Support setting sales targets and budgets.
- Monitor expenditures related to client proposals, site visits, and promotional activity.
- Maintain accurate financial tracking in the Sales & Events System.
- Responsible for collecting and managing initial deposit payments.

How you know you are the right fit:

- Result-oriented, with strong analytical skills.
- High level of attention to detail and accuracy.
- Strong oral and written communication skills.
- Able to build and maintain strong relationships.
- 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

- 2 + years' experience in Sea to Sky Tourism Hospitality and Sales.
- Education or training in sales, marketing, communication, tourism or business (lived experience welcome).
- Able to work a varied and flexible schedule as required to meet business demands (select weekends may be required).
- Systems and Administrative Proficiency – Event Management Software, CRM, and POS.
- Clear criminal background check.

Please apply with a cover letter and resume to careers@slcc.ca

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



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SQUAMISH LILWAT CULTURAL CENTRE