

Experience Canada's Warmest Welcome in Osoyoos, BC! **Watermark Beach Resort** is an upscale resort with a casual atmosphere. Our goal is to exceed the expectations of our guests and colleagues and to provide genuine, caring service. Our associates are active both at work and within the community. If you would like to join a tight knit and welcoming team then we have this amazing opportunity for you.

## Sales Manager – Okanagan Region

The Sales Manager is accountable for revenue generation, both in the Rooms and Food & Beverage departments. The position will have specific focus on *Leisure, Tour (F.I.T. and Group), Government, Associations, Corporate, Weddings, Family Reunions, SMERF, Meeting & Retreat* segments. Overall Revenue and RevPar will be the main key performance indicators.

**This is a flexible position based in Kelowna/Okanagan Valley**, working remotely with the Watermark Beach Resort Sales team; some travel is required.

### Responsibilities:

- Identify emerging markets and revenue opportunities and implement strategies to capture and maximize these opportunities
- Consistent sales drive on all revenue streams for the resort
- Uphold the brand and positioning of Watermark Beach Resort & Conference Centre
- Ensure appropriate Sales Action Plans by segment are developed, implemented and maintained with the sales team
- Manage select account responsibilities for key market segments: Leisure, Tour, Group, Government Associations and Corporate as well as Weddings, Family Reunions and SMERF
- Monitor and evaluate profitable strategies for all key markets
- Attend industry events and take an active role in representing Watermark Beach Resort & Conference Centre
- Maintain positive relationships within the team, the community and hospitality industry
- Understand our competitive set strengths and weaknesses to maximize our market positioning
- Liaise with the Senior Management Team regularly to ensure Quality Control and Guest Satisfaction
- Participate and contribute to monthly Sales Meetings with Resort Management
- Site Tours on property when required
- Entertain existing and potential new customers
- Take responsibility for other duties as assigned

### Qualifications:

- Minimum 3 years experience within a similar role required
- Computer literate in Microsoft Window applications required
- University/College degree in a related discipline preferred
- Excellent communication skills required, both written and verbal
- Highly responsible & reliable
- Work well under pressure, and be flexible with hours of work