

## JOB DESCRIPTION

# MANAGEMENT

---

**JOB TITLE:** Manager, Marketing – NAV CENTRE  
**DEPARTMENT:** Sales and Marketing  
**LOCATION:** NAV CENTRE  
**REPORTS TO:** Silvia Marino, National Sales Manager, Sales and Marketing  
**DATE:** October 2, 2018

### **JOB PURPOSE:**

The Manager, Marketing – NAV CENTRE will report to the National Manager, Sales and Marketing to maximize marketing opportunities to further drive sales and revenues at the NAV CENTRE.

The Marketing Manager will be responsible for creating and executing an efficient and effective marketing strategy for the entire NAV CENTRE organization and will be required to also interface with the Manager of Hospitality Operations responsible for sales at the NAV FIT, Propeller Restaurant, Jet Set Pub, Café and other outlets. This position will also work closely with the Manager of the SPA and Manager of Conference Services. They will focus on marketing-related activities with the objective of attracting new customers and keep current clients coming back.

### **KEY ACTIVITIES:**

- Create and carry out a centralized marketing strategy, including an effective and sustainable digital strategy for all business units at the NAV CENTRE within budget requirements.
- Initiate research, development, budget and execution of new marketing programs and advertising plans.
- Supervise the advertising budget and purchasing.
- Collaborate with onsite hospitality, sales, restaurant, and spa teams to identify customer needs and execute marketing strategies within those respective areas.
- Create regular and targeted promotions to increase traffic to NAV Spa, F&B Outlets and NAV Fit.
- Introduce CRM processes and tools to manage and communicate with key customers.
- Optimize pricing strategy in all areas for all seasons and implement an appropriate revenue management process.
- Manage social reviews pro-actively and effectively.
- Promote the Centre and its business units at trade shows.
- Collaborate with NAV CANADA Communications department on enhancing NAV CENTRE branding.
- Collaborate with NAV CANADA Communications department on expanding brand awareness through digital, social and traditional media formats.
- Ensure web site is maintained with enhanced content to attract new business.
- Using analytics, optimize web site for both online and mobile searching.
- Identify and expand inventory through appropriate new global distribution channels (Hotel beds, Travelocity, Expedia).
- Maximize brand value through the recommendation and development of new revenue streams and new opportunities such as partnerships with executive leadership organizations, NAV Spa leisure packages and onsite festivals and special events.
- Monitor, evaluate, and report on competitor activities; make recommendations based on findings/opportunities discovered.

## JOB DESCRIPTION

# MANAGEMENT

---

- Analyze market trends to determine feasibility and profitability of new or existing offerings; make recommendations based on findings.
- Continually analyze the performance of marketing programs in order to guide current and future strategies.
- Work jointly with local tourism to promote city wide events including corporate, sport and transient to Cornwall.
- Provide support and tools to sales staff that will drive sales within their functional areas.
- Report on the status of all marketing programs and initiatives to senior management.
- Update web site and printed materials.

### **KNOWLEDGE, EXPERIENCE AND SKILLS**

#### EDUCATION:

University degree or College diploma in marketing, advertising, sales, or business administration, and related fields, or equivalent experience.

#### EXPERIENCE:

- Experience with building and executing marketing strategies.
- Experience in hospitality industry is a strong asset.
- Experience with CRM processes and tools.
- Experience with budget management.

#### KNOWLEDGE:

- 5+ years of direct work experience in a marketing capacity. Excellent understanding and familiarity with brand building and brand management.
- Knowledge of ethical marketing best practices and associated regulations.
- Strong knowledge of competitive analysis is an asset.

#### SKILLS/ABILITIES:

- Ability to problem solve, prioritize and manage time in order to meet deadlines.
- Strong project management skills and ability to self-direct.
- Ability to build and sustain relationships with key partners and clients.
- Excellent written and verbal communication skills.
- Bilingualism an asset.

### **WORKING CONDITIONS**

Most of the time is spent in the same location with liberal opportunity to move about. There is, at times, extensive pressure to meet project deadlines. Meetings are expected. Some travel will be required.

**SEND APPLICATIONS TO SILVIA MARINO, EMAIL: [SILVIA.MARINO@NAVCANADA.CA](mailto:SILVIA.MARINO@NAVCANADA.CA)**