



## **Position: Marketing and Sales Coordinator**

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### **About the Role:**

Siwash Lake Wilderness Resort is searching for an aspiring marketing professional who is eager to travel off the beaten path. This applicant must be a lover of all things wild, have a passion for people and the great outdoors, and care deeply about sustainability. They need to appreciate diverse workdays, be both a team player and a strong self-starter, and enjoy learning new skills while building a broad knowledge base. Most important, they must be a gracious host with an eye for the little details and be interested in a luxury tourism career where their drive for excellence, detail orientation, and love for wilderness will shine.

This is a hybrid role and requires the applicant to fill a live-on-site resort position at Siwash Lake every summer season (May-August, accommodations are provided). Take your pick from our 2024 Summer Job Postings [here](#). From September through April every year, the successful applicant will work in a full-time marketing and sales coordinator role, while working from home.

The marketing and sales coordinator will be an integral part of the Siwash Lake team. This role will see you work closely with Siwash Lake management to drive sales and manage enquiries by acing those all important first points of contact and curating once-in-a-lifetime experiences for our clients. You will also utilize your creative side, flair for story telling, and love of nature to generate and distribute content that captures Siwash Lake's unique story and world class experiential travel offerings.



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### **Brand development duties will include the following:**

- Answer guest reservation enquiries and conduct Siwash Lake sales activities
- Social media and digital advertising campaign management
- Content creation (writing and photography)
- Help build, organize, and deploy Siwash Lake digital assets
- Conduct B2B marketing activities focused on travel trade and media relations, and other related PR

We encourage anyone interested to apply. **If you have marketing and photography experience, you can write well, and love outdoor adventure, we WANT to hear from you!**

With lots to learn, the first 4 months will be mainly focused on the summer resort role, as it is essential for the successful applicant to both understand and work the core guest-facing business. Ideally, this is a long-term relationship with growth potential in both the summer resort position and winter marketing role.

### **About Siwash Lake:**

Siwash Lake Wilderness Resort is a world-class adventure lodge and tented camp. It is located on a small, family-owned ranch, off-grid in British Columbia's Cariboo region within the beautiful Secwepemcùl'ecw (land of the Shuswap First Nations). Amid this rugged heartland of BC, a rare, iconic landscape stirs the soul. In the wake of a massive wildfire, Siwash Lake is a vibrant oasis and wellness sanctuary where Nature's resiliency takes center stage in a dynamic, regenerating ecosystem.

Our boutique company has been operating for over 20 years and has grown into a flagship business for Canadian wilderness tourism. We are a founding member of the Magnificent 7 Luxury Wilderness Lodges of Canada, designated signature experience for Destination Canada, Platinum certified by Green Step sustainable tourism, and an award-winning property with Condé Nast Johansens.



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### **Job Highlights:**

- Join a world class hospitality team that is extremely passionate about sustainability and environmental stewardship
- Career diversity: work in the outdoors, stay active, and face new challenges and different routines throughout the year
- Free accommodation provided during summer season (applicant must live onsite May 1<sup>st</sup>-August 31<sup>st</sup>)
- Access to SLWR facilities and recreation opportunities during summer season
- Hybrid work scenario—work from home in the winter season (September to April)
- Be part of a small, family run business. Perform a role where you have strong influence on operations and drive tangible results and outcomes; enjoy lots of room to grow

### **Job Requirements - education, work experience, certification, and skills:**

- Undergraduate degree with a marketing major, or equivalent experience
- 2 years of related work experience in a marketing role, ideally in tourism or hospitality
- Must be capable of a summer role at Siwash Lake; please see available roles [here](#)
- Possess extraordinary creative skills and writing ability
- Proficiency in full Microsoft Office suite, various social media platforms, graphic design software, and Google analytics
- Ability to foster outstanding guest relations; poised and professional verbal communication skills and phone manner are a must
- Strong understanding and interest in photography
- Able to work independently
- Mentally prepared to relocate and live in a remote wilderness environment for portions of the year
- Exceptional attention to detail; in luxury tourism the little things matter

### **Highly Desirable:**

- Luxury tourism experience
- Extensive customer service background
- Strong skillset matching an available summer role
- Driver's license and own vehicle



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### **How to Apply:**

If you are interested in this position, we would love to hear from you! Please reach out to us at [hr@siwashlake.com](mailto:hr@siwashlake.com) or 250-395-6541.

Please have a thorough read of the Employment section of our website at [www.siwashlake.com](http://www.siwashlake.com)

To apply, please send your resume and an approximately 600-word cover letter to [hr@siwashlake.com](mailto:hr@siwashlake.com).

In your cover letter, please explain why you want to work at Siwash Lake and detail your relevant skills and experience. Ensure you explain why you are a good fit for both the marketing role **and** the resort role(s) you are most interested in. This intersectionality is key for the position.

**Applicants who fail to follow all instructions may disqualify the application.**

**Please Note:** You must be legally entitled to work in Canada for this position