



WILD COAST

escape, explore, discover.

info@campbellriverwhalewatching.com / hello@wildcoastadventures.com
www.campbellriverwhalewatching.com / www.kayakbritishcolumbia.com

Campbell River Adventure Tours Group

Toll Free: 1-877-909-2667 / Local: 1-250-287-2667

Marketing and Sales Assistant Job Description

Reports to: Marketing, Sales, and Social Media Manager & Front Office Supervisor

Job Overview

The Marketing and Sales Assistant is a versatile role supporting both marketing and front desk operations at **Campbell River Whale Watching and Adventure Tours and Wildcoast Adventures**. This position will work part-time in winter (approximately 20-25 hours per week from November to March) with a focus on marketing and front desk support, and transition to full-time in summer (approximately 37.5-40 hours from April to October) with expanded responsibilities in front desk leadership, marketing, and sales. This role has the opportunity to expand to full-time in winter.

Key Responsibilities

Marketing Support

- Support the Marketing Manager on projects to promote our services, enhance brand presence, and drive sales.
- Assist in social media management: create content, schedule posts, engage with our community, and track metrics for continuous improvement.
- Collaborate with partners to drive exposure and reach new audiences.
- Perform analysis on customer surveys to understand client needs, and recommend adjustments to marketing efforts as needed.
- Maintain database systems, manage blog platforms, and update content across websites to ensure accuracy and alignment with our brand.

Sales and Customer Support

- Provide exceptional customer service, answering questions and assisting with bookings.
- Coordinate with travel trade partners to support sales initiatives, build relationships, and encourage repeat business.
- Offer front desk support year-round, helping guests in person, over the phone, and via email.
- Lead front desk operations during the summer, ensuring smooth guest check-in, and overall guest satisfaction.

Administrative Assistance

- Maintain organized records, assist with day-to-day tasks, and support the marketing manager to ensure seamless project management.
- Update website and online listings as needed to reflect current services and promotions.
- Provide support for event planning and community engagement by coordinating logistics, materials, communication, and attending local events.

Our busy summer season may require some weekend and evening availability.



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Skills and Qualifications

- **Education:** Post-secondary education in Marketing, Communications, Business, or a related field is an asset.
- **Experience:** At least 1-2 years of experience in marketing, sales, customer service, or administrative support, ideally within a tourism or service-oriented setting.
- **Skills:**
 - Proven ability to work independently with minimal supervision.
 - Strong organizational skills, attention to detail, and adaptability.
 - Strong written and verbal communication skills.
 - Basic understanding of marketing principles, customer relations, and office management.
 - Experience in social media management, including content creation and community engagement.
 - Proficiency in Canva, social media scheduling tools, AI tools, and basic website CMS (e.g., WordPress) is an asset.
 - High level of customer service orientation and relationship-building skills.
 - Additional skills in graphic design or photo and video editing are assets.

What We Offer

- **Competitive Pay:** \$21 to \$25 per hour, depending on experience.
- **Tips:** A share in our office tip pool.
- **Perks:** Free standby tours for you to experience our offerings firsthand!
- **Benefits:** Comprehensive benefits package offered after your first season.

Why Join Us?

Campbell River Whale Watching and Wildcoast Adventures are the largest and busiest whale watching and sea kayaking organizations in Campbell River, renowned for their commitment to sustainability and eco-tourism. Our team is close-knit, passionate, and dedicated to providing unforgettable experiences while respecting the environment and wildlife.

We believe that a diverse workforce makes us stronger, and we are committed to creating an inclusive, equitable workplace. Our culture is one where everyone - regardless of race, color, religion, sexual orientation, age, national origin, marital status, or disability status - can bring their authentic self to work and feel safe and supported. We actively promote from within and are dedicated to supporting our employees' professional growth and career aspirations.

If you're passionate about wildlife and sustainability, and are excited to be part of a dynamic team that values community and the environment, we'd love to meet you!

Please submit your resume and cover letter to careers@crww.ca by December 31st. The start date for this position is flexible.