

Sales & Marketing Manager  
Best Western PLUS  
Nor'Wester Hotel & Conference Centre  
Thunder Bay, Ontario P7J 1B8

Our award winning Best Western PLUS Nor'Wester Hotel & Conference Centre is conveniently located 8kl south from Thunder Bay International Airport on Hwy #61. Our 89 guest room property features a full service restaurant & lounge and approximately 10,000 square feet of meeting and conference space.

We are currently seeking a dynamic **Manager of Sales & Marketing** to join our team.

**JOB REQUIREMENTS:**

- > Outstanding leadership skills
- > Excellent written and verbal communication skills with diverse groups of people
- > Guest service focus and a strong team player.
- > Independent decision making and public contact, internally, externally and online.
- > Highly motivated to implement effective sales and marketing strategies and maximize the generation of hotel sales/revenues.
- > Develop and maintain good relationships with officials and representatives of local community groups, companies and attend related trade shows and networking events.
- > Contract/price negotiation skills
- > Experience in preparation of contracts, corporate/group proposals, budgets, banquet event orders
- > Ability to manage and create advertising materials
- > Working knowledge of Hotel Property Management Systems (Visual Matrix/Hotel Sales Pro (Preferred)
- > Attention to detail/Outside the box thinking
- > Problem solving skills

The Manager of Sales & Marketing will work closely with the Catering Manager, Guest Services Manager, Executive Chef as well as the Best Western Revenue Manager. They will report directly to the Hotel General Manager. They will maintain current sales and marketing initiatives that the hotel has and develop new sales and marketing plans to support overall system-wide sales plans/strategies and programs in accordance with Best Western Guidelines.

**EXPERIENCE:**

- . Minimum three years' experience in hotel sales and marketing or related fields (Preferred)

**LOCATION:**

- . Thunder Bay, Ontario

**LANGUAGE:**

- . English Fluently
- . French as a second language (not mandatory)

