

# SOOKE HARBOUR HOUSE

**Job Title:** Events and Sales Coordinator

**Department:** Events

**Salary:** \$65,000-\$70,000/year (commensurate with experience)

**Job Type:** Full-Time, Permanent

**Work Location:** In Person at Sooke Harbour House Boutique Hotel

**Expiry Date:** Open Until Filled

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## Job Description

The Events and Sales Coordinator will play a critical role in upholding the high standards of Sooke Harbour House Boutique Hotel, known for its unparalleled West Coast hospitality and boutique charm. This role involves planning, coordinating, and executing a wide range of events, including weddings, corporate retreats, birthday parties, social gatherings, and catering. The ideal candidate will exhibit a passion for delivering exceptional customer experiences, possess comprehensive knowledge of how to close sales, and bring a seasoned perspective to the team.

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## Key Responsibilities

### Event Planning and Coordination:

- Collaborate with clients to understand their vision and requirements for weddings, corporate retreats, special events, and catering needs.
- Plan and execute all aspects of events, including venue setup, catering, audiovisual needs, and guest accommodations.
- Ensure seamless execution of events, managing timelines, and addressing any issues that arise.
- Coordinate with vendors, suppliers, and hotel staff to ensure high-quality service delivery.
- Create and manage banquet event orders (BEOs) and group resumes for hotel and internal events.

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## **Sales and Promotion:**

- Develop and implement effective sales strategies to attract and retain event clients.
- Conduct site visits, consultations, and pre-event meetings with prospective clients.
- Close sales by understanding client needs and matching them with Sooke Harbour House's offerings.
- Create and execute marketing initiatives, including digital campaigns, social media promotions, and traditional advertising.
- Monitor room availability and rates, optimizing occupancy and revenue.

## **Customer Relations:**

- Serve as the primary point of contact for clients, providing exceptional service from initial inquiry through post-event follow-up.
- Build and maintain long-term relationships with clients, vendors, and local partners.
- Proactively resolve client concerns and provide creative solutions to meet their needs.

## **Administrative and Collaborative Tasks:**

- Manage event budgets, track expenses, and ensure cost-effective solutions.
- Prepare detailed reports on event performance, client interactions, and sales effectiveness.
- Collaborate with the General Manager and other departments to maintain smooth operations.
- Coordinate with front office and housekeeping teams for group room reservations, upgrades, and amenities.
- Maintain accurate guest profiles and event records, ensuring all information is up-to-date.

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## **Qualifications and Skills**

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- Certificate, Diploma, or Bachelor's degree in Hospitality Management, Marketing, Event Planning, or a related field is an asset.
- Minimum of 3-5 years of experience in event planning, sales, or marketing, preferably in a boutique or luxury hotel setting.
- Proven track record of successful event execution and sales achievement.
- Comprehensive knowledge of sales techniques and strategies.
- Strong organizational and multitasking skills, with the ability to manage multiple events simultaneously.
- Proficiency in marketing tools, CRM software, and social media platforms.
- Excellent communication, interpersonal, and negotiation skills.
- Creative problem-solving abilities and attention to detail.
- Flexible availability, including evenings, weekends, and holidays.

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## Why Join Sooke Harbour House Boutique Hotel?

Sooke Harbour House is more than just a workplace; it's an opportunity for a lifestyle change. Nestled in the stunning West Coast scenery, a move to Sooke, B.C., just 45 minutes outside of Victoria, offers the chance to experience coastal living at its finest.

Joining our team means being part of a boutique hotel with ambitious plans to reclaim its place on the global foodie map. We are a tight-knit family of professionals dedicated to a culture of service, hospitality, and honesty—not a corporate operation. This is a unique opportunity for seasoned hospitality experts to scale down and mentor the next generation, sharing their wealth of knowledge and passion for the industry.

Additional reasons to join our team:

- Be part of a supportive and innovative work environment.
- Contribute to memorable guest experiences in one of Canada's most stunning locations.

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- Opportunities for professional growth and advancement.
  - Competitive compensation and benefits.
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## **How to Apply**

Submit your application, including a cover letter and resume, to the HR Coordinator at [employment@sookeharbourhouse.ca](mailto:employment@sookeharbourhouse.ca). For inquiries, please contact the HR Coordinator at [employment@sookeharbourhouse.ca](mailto:employment@sookeharbourhouse.ca).

Sooke Harbour House is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.