

O'KEEFE RANCH AND INTERIOR HERITAGE SOCIETY JOB DESCRIPTION

Job Title: Sales & Fundraising Coordinator
Report to: Finance and Marketing Manager
Date: April 8, 2019
Employment Type: Seasonal

Organization Overview

The O'Keefe Ranch, which was originally founded in 1867, is an interactive and dynamic life sized museum with events and activities aimed at educating the general public and promoting the history and culture of the North Okanagan. The O'Keefe Ranch is currently operated by a non-profit society, the O'Keefe Ranch and Interior Heritage Society. It is the Society' mission to bring ranching and farming heritage to life, create vibrancy for our communities through interactive activities and events and preserve and demonstrate the rich ranching and farming heritage of the North Okanagan. The O'Keefe Ranch firmly believes that an organization is great not by what it thinks, but by what it does.

Summary of Position:

In collaboration with the Finance and Marketing Manager, the Sales and Fundraising Coordinator provides leadership in the marketing, booking and event support for Weddings, Corporate Sponsorship, Facility Rentals, Donations and Season Pass sales. The position will also work in collaboration with Curatorial staff and find innovative ways for attracting Tour Groups and developing and implementing innovative fundraising initiatives outside of the O'Keefe Sponsored Events.

This position is a supervisory position and will be responsible for the scheduling and supervision of seasonal front desk staff, all site rentals and RV site bookings, mansion tour bookings and the supply and sales of products located in the Ranch's Gift Shop and General Store. The Sales and Fundraising Coordinator will provide support and leadership in the development of sound strategic marketing policies focused on increasing year round product sales and rental bookings and will be instrumental in promoting and creating a positive workplace culture and community engagement.

Job Responsibilities:

Sales Coordination

- Recruit, retain, recognize, support and schedule front desk staff;
- Promote a culture focused on providing excellent customer service;
- Process admissions, take reservations; event ticket sales and gift shop sales when required;
- Ensure cleanliness of Entrance and Gift Shop area;
- In collaboration with the Events and Volunteer Coordinator research and source products for sale in the Ranch's Gift Shop and General Store;
- Complete regular General Store and Gift Shop inventory counts;

Facility Bookings

- Oversee all facility rentals and bookings including private functions, corporate rentals and weddings;
- In collaboration with the Finance & Marketing Manager, research and prepare materials focused on promoting private functions, corporate rentals and weddings;
- Attend trade-shows, conferences and wedding fairs located throughout the Okanagan and neighbouring regions;
- In collaboration with Curatorial staff, develop and promote Tour opportunities with tour operators located throughout the Okanagan and neighbouring regions.

Fundraising Coordination

- In collaboration with the Finance & Marketing Manager, research, develop, implement and promote innovative fundraising, corporate sponsorship and community sponsorship opportunities;
- In collaboration with Curatorial staff, develop and promote programs designed to support scholarly research of the history and genealogy of the North Okanagan;
- Attend trades shows and events to promote sponsorship and fundraising opportunities to the community and businesses located in the surrounding area.

Marketing

- Ensure strategic alignment between current marketing practices and the long-term strategic goals of the O'Keefe Ranch;
- Develop marketing materials that promote the Ranch's brand;
- In collaboration with all staff develop marketing materials promoting the upcoming season;
- Develop all marketing materials for weddings, season pass sales, facility rentals and donations;
- Attend community events that promote the Ranch's brand, which include parades and other community events;
- Participate in marketing related projects as required.

Knowledge, Skills and Abilities

- Experience working in a tourism, sales, customer service and marketing;
- Knowledge of marketing theory and practices;
- Big picture thinker with the ability to align employee knowledge, skills and abilities with the vision and mission of the organization;
- Excellent organizational skills, with an ability to prioritize important projects;
- Experience working with Microsoft Office Applications;
- Team player;
- Sound knowledge of workplace culture.

Qualifications, Training and Experience:

- Post-secondary education or training in business with a specialization in Marketing and/or Business Administration;
- A background or experience working in a sales and/or marketing role is a definite asset;
- A background or experience working in a non-profit environment is a definite asset;

- Experience with social media and marketing would be an asset;
- Ability to lift up to 35 lbs as required;
- O'Keefe Ranch is an equal opportunity employer

Licences, Certificates & Registrations

A valid Class 5 Driver's Licence in the Province of British Columbia

Additional Information

This is a seasonal position. Position is full-time (35 hrs/week) with flexible hours from April 1 - first pay period in November. Hours of work during offseason (Approx. Mid November - March 30) are as needed.

Hourly rate of pay is negotiable and will commensurate based on knowledge and experience.

This is a cash handling position.

As a condition of employment (not as a requirement of the application process) the successful candidate will be required to complete a Police Information Check.

To apply for this position please submit cover letter and resume to finance@okeeferanch.ca by
April 19, 2019.

We would like to thank all applicants who apply; however, only those shortlisted will be
contacted.

Please, no phone calls.