

The Butchart Gardens is looking for an individual to fill the following position.

DEPARTMENT: PUBLIC RELATIONS, SALES & MARKETING

POSITION: DIRECTOR

Role:

Lead sales team to generate sales, develop, implement, maintain and monitor strategic sales and marketing plans, and direct publicity programs to meet organizational objectives. Effectively manage the public relations, sales and marketing activities of The Butchart Gardens by motivating, leading, and developing staff as a cohesive unit. Ensure all approved initiatives further the established goals of The Butchart Gardens through collaboration with senior management and the Owners.

Main Job Tasks and Responsibilities:

Public & Media Relations

- Protect and enhance the established image of The Butchart Gardens by directing and ensuring quality of established publicity programs
- Develop and seek approval for engaging publicity programs aimed at targeted consumer groups using all appropriate media platforms and outlets
- Ensure The Gardens is appropriately represented and visible in our visitors' community while taking steps to safeguard and enhance The Gardens' image
- Oversee on-site publicity initiatives such as Christmas, Spring Prelude, Historical Display and Garden Days
- Work with the Administration department to process information and donation requests from the public
- Work with all departments to ensure strong on-site public relations
- Evaluate advertising and promotion programs for consistency of approved Gardens' standards
- Monitor social, economic and political trends which could ultimately impact The Gardens and make recommendations to respond to trends accordingly
- Optimize relationships with travel writers and local media
- Represent The Gardens at both on-site and off-site events and functions
- Assist company executives in drafting speeches, arranging interviews, and maintaining other forms of public, media and industry contact

Sales

- Oversee sales, reservations and related on and off-site operations for the following key activities and sectors: Group Sales, Meetings and Incentive, Leisure & F.I.T, Cruise, Corporate Meeting, Party and Wedding, Industry Partners FAMs, Media
- Lead Sales team to monitor markets for tradeshow opportunities and develop targeted marketing strategies
- Establish and maintain a sales cycle for tour, transportation and accommodation operators with regular contact and follow up
- Work with Visitor Services, Administration, Food Services and Gift Store departments to lead sales and development of 12 Month Pass, Dining and other initiatives.
- Develop product ideas and programs and seek approval for implementation
- Develop annual sales program, set goals, establish training programs, monitor performance and coach staff to hone skills and further improve sales performance
- Analyze sales statistics to determine sales potential, monitor preferences of key markets and groups to develop products to maximize revenue
- Work with CEO and Director of Accounts to develop yearly tour operator agreements and sales & event contracts

Marketing & Advertising

- Manage and coordinate activities of marketing, advertising and promotional staff
- Conduct targeted market research to determine marketing opportunities for existing products and programs
- Develop and implement approved marketing plans and projects for new and existing products
- Develop an annual budget to support the sales and marketing plan
- Manage the established PR, Sales & Marketing budget and deliver marketing activity within agreed budget
- Leverage advertising budget through cooperative packaging, relationships with media and through co-op programs with top performing tour and transportation operators
- Oversee copy writing to ensure cohesive style and quality of all published materials and collaborate with in-house Arts Department to develop advertising copy for approval of Owner
- Assist in coordination of on-site marketing efforts such as signage and product promotion
- Monitor, review and report on all marketing activity and results; maintain records and analyze data to develop annual marketing plan
- Work with Director of Administration to ensure appropriate use of company trademarks by partners
- Make recommendations to pricing strategy

Social Media and Digital Marketing

- Oversee development and maintenance of website and current social media marketing
- Create a comprehensive social media strategy, defining programs that use social media marketing techniques to increase visibility and market segment penetration
- Monitor trends and applications in social media tools and appropriately apply that knowledge to support marketing initiatives
- Strategize with the management team to utilize relevant social media techniques in the corporate culture and company's products and services as appropriate
- Measure the impact of social media on the overall marketing efforts

Administration

- Establish and assure adherence to company policies, budgets, schedules, work plans and performance requirements
- Determine and monitor staff responsibilities
- Create and maintain motivation in conjunction with established company performance management system
- Provide appropriate training and performance development
- Ensure the smooth running of the department on a day-to-day basis; work with manager to ensure appropriate seven day per week staff coverage

Education and Experience

- Business or marketing-related degree or equivalent professional experience
- Experience in all aspects of developing and maintaining public relations, sales and marketing strategies
- Technical marketing skills including digital marketing experience in overseeing large and complex websites, online sales and social media campaigns
- Proven experience in sales, customer service and marketing
- Relevant product and industry knowledge based on a broad experience in tourism and travel, including attraction marketing, partner packaging development & co-op marketing, retail or food services sales considered an asset
- Consideration will be given to experience specifically related to excellence in customer service.

Key Competencies

- 10-15 years' experience in sales, marketing, and public-relations with relevant knowledge of tourism industry
- Demonstrated analytical and conceptual problem-solving ability
- Excellent oral and written communication skills, including presentation skills
- Positive, communicative, high energy leader with a passion for tourism and demonstrates the qualities necessary to become passionate about The Butchart Gardens
- Efficient, organized and able to manage time effectively
- Strong team-leadership - skilled at motivating and inspiring teams to perform at a higher level
- Self-motivated, persuasive, adaptable, innovative, collaborative, ethical and stress tolerant
- Thorough knowledge of Microsoft Office programs including Outlook, Word, Excel, and PowerPoint, CRM software, and database management.
- Professional appearance is expected at all times.

The Butchart Gardens is an internationally renowned 22 ha (55 acres) display garden located at Brentwood Bay, BC. In 2004, The Gardens marked its 100th anniversary and in the same year was designated a National Historic Site of Canada. Jennie and Robert Pim Butchart began The Gardens in the early 1900's and today it is still privately owned and actively managed, now by their great granddaughter, Robin-Lee Clarke, who carries on the legacy with pride and dedication. Recognized as one of the Top Gardens of the World, it is comprised of several major gardens, including the Sunken Garden, Rose Garden, Japanese Garden, Italian Garden, the Concert Lawn and the Ross Fountain. Open year round, there is something to enjoy in every season with Dining options, a large Seed & Gift Store, the Rose Carousel, eco boat tours, a summer-long musical entertainment program, a busy Christmas season and many other features.

To be considered for this opportunity, please send your resume by August 6, 2021 to:

The Butchart Gardens Ltd.
800 Benvenuto Avenue
Victoria, B.C. V8M 1J8
Fax: 250-544-4455
Email: hr@butchartgardens.com

We sincerely thank all applicants however, only short-listed candidates will be contacted. You must be legally permitted to work in Canada to be considered.