NIEFS
NORTH ISLAND EMPLOYMENT

Director of Sales and Marketing Full-Time

Campbell River Region
Campbell River

Tuesday November 3, 2026

$41+/ hour ($93,500.00 to $126,500.00 annually)

Company: Naturally Pacific Resort

Website: https://www.naturallypacific.ca/careers/

Industry: Management/ Administration

Remote/Camp Based Job: No

How to apply:
Please apply directly at:
https://naturallypacificresort.applytojob.com/apply/rH8SbcXxCC

Expiry Date:
Tuesday, November 17, 2026

Details:
The Team Naturally Pacific Resort aims to become a top resort that welcomes everyone and offers exciting experiences every day. We are seeking team members who are passionate about providing exceptional hospitality and service, and who align with our values of Passion, Community, Inclusion, and Innovation. Our focus is not only on creating memorable experiences for guests but also on establishing a fulfilling and enjoyable work atmosphere for our team. Becoming part of the Naturally Pacific team will allow you to engage in the hospitality industry within an expanding company that values every individual's input and celebrates achievements collectively. The Role As a key member of our team the Director of Sales and Marketing is responsible for driving the sales strategy and execution for Naturally Pacific Resort. This role involves managing client relationships, developing and maintaining a pipeline of business opportunities, and meeting sales goals to ensure the hotel’s growth and profitability. The Director of Sales and Marketing works closely with the marketing and operations teams to maximize revenue, increase occupancy, and enhance the Resort’s presence in the market. Your contributions to the team include: • Develop and execute sales plans to achieve revenue goals and maximize hotel occupancy. • Build and maintain strong relationships with key corporate clients, event planners, travel agents, and other business partners. • Respond promptly to client inquiries, negotiate rates, and close sales to secure bookings. • Prepare regular sales reports, analyze performance, and adjust tactics to meet targets. • Identify LNR rate opportunities and secure contractual agreements. • Collaborate with the marketing team to create promotional campaigns, offers, and packages that drive sales. • Promote

and sell hotel meeting spaces, conferences, and events, ensuring proper coordination with the operations team. • Work closely with the front desk, catering, and other hotel departments to align sales strategies and operations. • Provide training and support to the sales team, ensuring they meet individual and team sales goals. • Additional tasks and duties as assigned. Perks & Benefits At Naturally Pacific Resort, we believe in recognizing and rewarding the valuable contributions of our colleagues. As a member of our team, you can expect to enjoy a comprehensive range of benefits and competitive compensation tailored to your skill set, education, and experience. Please note that specific benefits may vary depending on the role and level within the organization. • Comprehensive employer paid health, vision, and dental coverage for you and your family. • Access to ongoing training and development opportunities to support your career growth and advancement within the company. • Employee and Family Assistance Program. • Discounts on various resort amenities and services such as food, golf, retail, and spa. • Support for your health and wellness goals. • Registered Pension Plan (RPP) eligibility after 1 year. • Accommodations available for qualifying candidates. • Flexible start date. You will be eligible to receive wages starting from $93,500.00 to $126,500.00 annually this will be determined by your skill set, education and experience. We are a growing organization made up of diverse team members who are motivated to continuously innovate our approach to genuine hospitality. We consider employee wellbeing a priority and are dedicated to protecting the health and safety of our teams while ensuring a workplace that is respectful of everyone. Naturally Pacific Resort practices equal opportunity hiring and onboarding processes to ensure equal access and participation for everyone. We understand that we have a responsibility for ensuring a safe, dignified, and welcoming environment and we are committed to creating an inclusive environment for all employees irrespective of race, colour, religion, sexual orientation, gender identity, or any other status protected by law. We believe in integrating people with disabilities into our workforce by removing barriers and meeting accessibility needs. The Resort At Naturally Pacific Resort, our mission is to provide guests with a memorable and meaningful experience. Located at the crossroads of the forest, mountains, and the Pacific Ocean in Campbell River BC, Naturally Pacific’s 100-room resort features a luxury spa, upscale restaurant and 18-hole golf course with a virtual driving range and lounge. This coastal destination offers spectacular views and access to some of the best outdoor experiences in the

world. From eco-adventures, internationally renowned salmon fishing, wildlife watching, to traversing the parks and trails, Campbell River is a doorway to adventure. Thank you and we look forward to receiving your application!

Qualifications & Experience:

A few things we are looking for in a new team member: • Bachelor’s degree or equivalent experience in Business, Hospitality, or related field. • Experience with event sales and coordination. • Established relationships with key clients or accounts in the local market. • Proven experience as a Director of Sales and Marketing in the hospitality industry or related field. • Strong knowledge of hotel sales techniques, booking systems, and industry trends. • Excellent communication, negotiation, and interpersonal skills. • Ability to manage multiple priorities and deadlines effectively. • Strong understanding of market analysis and revenue management. • Proficient in Microsoft Office and CRM software (e.g., Salesforce, Opera). • Hands-on experience with Agilysys or similar property management software is considered a strong asset. • Previous experience in a hotel leadership role, ideally within an independent or non-branded property, is an asset. • Must reside or be willing relocate to Campbell River, BC.
