



Sales and Marketing Manager

About Wahous Wilderness Lodge

Located on traditional Ahousaht territory, Wahous Wilderness Lodge offers a unique blend of luxury and adventure nestled in the heart of Clayoquot Sound. Our lodge features 16 premium guest rooms, a sophisticated lounge and restaurant, spa facilities, eco-tour activities, and a one-of-a-kind longhouse. Beyond our seasonal eco-tourism activities (May to October), we also host transformative healing and wellness programs for youth and adults.

About MHEI

MHEI is dedicated to fostering economic development that benefits the Ƨaḥuusʔaṭḥ musčim. We adhere to the principles of transparency, equity, and accountability while upholding our core values: lisʔakstaḷ (respecting one another), Haahuuṑstaḷ (teaching one another), Yaʔakstaḷ (caring for one another), and Huupiiḷ'aḷ (helping one another).

What You'll Do

The **Sales and Marketing Manager** is responsible for developing and executing integrated sales and marketing strategies that increase brand awareness, drive revenue, and position Wahous Wilderness Lodge as a premier Indigenous luxury wilderness destination. This role oversees the lodge's digital presence, content development, visual storytelling, tourism partnerships, and business development while identifying new market opportunities and growing occupancy across leisure, corporate, and group segments.

This position is ideal for someone passionate about meaningful travel, sustainability, Indigenous tourism, luxury hospitality, and authentic storytelling. The role is primarily remote with occasional onsite collaboration.

Key Responsibilities

1. Brand Marketing & Content Development

Develop compelling, on-brand content that showcases every aspect of the guest experience, including:

- Accommodation (16 lodge rooms and 4 cabins)
- Food and beverage experiences
- Spa and wellness offerings
- Adventure activities and excursions
- Cultural programming and Indigenous experiences
- Signature spaces including the Longhouse

Create engaging copy for websites, booking platforms, brochures, advertising, email campaigns, travel trade materials, and other promotional channels while ensuring messaging consistently reflects the Wahous brand.

2. Visual Storytelling & Media Production

Manage the creation and organization of high-quality visual assets that support sales and marketing initiatives.

Coordinate or produce professional:

- Photography
- Videography
- Drone footage
- Branded graphics

Maintain an organized digital media library featuring accommodations, dining, cultural experiences, activities, spa facilities, landscapes, and guest experiences for use across all marketing platforms.

3. Website & Digital Marketing

Manage and continuously improve the lodge's online presence by:

- Maintaining website content
- Optimizing SEO (keywords, metadata, image alt text, headings)
- Ensuring booking pathways and calls-to-action remain effective
- Working with web developers to improve performance, accessibility, and mobile responsiveness

Develop and manage digital marketing campaigns, including social media, email marketing, online advertising, and content marketing.

4. Tourism Partnerships & Destination Marketing

Build and maintain strategic relationships with tourism organizations, Indigenous tourism partners, and regional stakeholders, including:

- Destination BC
- Indigenous Tourism BC
- 4VI (Tourism Vancouver Island)
- Tourism Tofino
- Other Indigenous and cultural tourism organizations

Represent Wahous Wilderness Lodge through cooperative marketing initiatives, partnership campaigns, familiarization tours, and industry events.

5. Sales Strategy & Revenue Growth

Develop and execute sales strategies that maximize occupancy, increase revenue, and expand market share.

Responsibilities include:

- Meeting monthly, seasonal, and annual revenue targets
- Monitoring booking pace and adjusting strategies to optimize occupancy
- Driving shoulder season demand
- Promoting premium packages and value-added experiences
- Identifying new market opportunities and revenue streams

6. Corporate, Group & Travel Trade Sales

Develop new business opportunities through corporate, group, and travel trade partnerships.

Prospect and secure:

- Corporate retreats
- Executive meetings
- Wellness retreats
- Incentive travel
- Private group events
- Luxury leisure travel

Build relationships with travel advisors, tour operators, destination management companies (DMCs), wholesalers, concierge services, and tourism partners throughout Canada, the United States, and international markets.

Prepare customized proposals, negotiate contracts, coordinate familiarization (FAM) tours, and manage opportunities from initial inquiry through confirmed booking.

7. Business Development & Lead Generation

Generate qualified sales opportunities through multiple channels, including:

- Direct outreach
- Networking
- LinkedIn
- Industry conferences
- Tourism partnerships
- Chambers of Commerce
- Referral programs
- Strategic alliances
- Email marketing campaigns

Develop long-term partnerships that increase bookings and strengthen brand awareness.

8. Client Relationship Management

Deliver exceptional service throughout the sales journey by:

- Responding to inquiries promptly
- Maintaining accurate CRM records
- Building long-term relationships with guests, partners, and travel professionals
- Encouraging repeat business through personalized communication and outstanding customer service

9. Reporting & Performance

Provide regular updates to the General Manager on marketing initiatives, sales performance, and project progress.

Monitor and report on key performance indicators, including:

- Revenue and occupancy
- Website performance
- Social media engagement
- Lead generation and conversion
- Campaign effectiveness
- Media asset development
- Sales pipeline activity

Identify opportunities for continuous improvement and recommend strategies that support the lodge's long-term growth.

What You Bring

Qualifications

- 3–5 years (or more) of experience in marketing, digital marketing, or tourism marketing — ideally within hospitality, travel, lodge/resort, or adventure tourism sector.
- Post-secondary education in a relevant discipline (e.g., marketing, communications, business, hospitality) is preferred and considered an asset.
- Proven track record managing online marketing, content creation, social media, and campaigns.
- Proficiency with creative design tools such as Canva, Adobe Creative Suite, or similar platforms.
- Experience working with remote/hybrid environments, or small hospitality businesses, is an asset.
- Strong writing, storytelling, and content creation skills (text, photo, video).
- Familiarity with website management (CMS), SEO/SEM, booking-platform integration, and digital analytics.
- Creative and strategic thinker: able to balance brand storytelling, user engagement, and conversion goals.
- Organized, self-motivated, and comfortable working independently in a remote setting.
- Alignment with lodge's values: respect for land, culture, sustainability, and guest-first mindset.
- Ability to collaborate across departments (operations, guest services, leadership)

Physical Requirements

- Hybrid work model (remote), with occasional onsite visits to lodge for content creation, guest experience immersion, and collaboration, as required.
- Flexibility in work hours to account for peak booking seasons, content cycles, or campaigns.
- Potential for boat travel to the lodge for onsite photos/videos, guest-experience review, or seasonal promotions.

What We Offer

- Competitive salary based on experience; \$65,000 to \$75,000 per year
- Two (2) weeks vacation to start.
- Potential for performance based bonus.
- A diverse and engaging work environment.
- High level of responsibility and autonomy.
- Opportunities for professional growth and learning.

How to Apply

Send your resume and cover letter to gm@wahouswildernesslodge.com and tell us what makes

you the perfect fit for this role and why you're excited to join the Wahous Wilderness Lodge team.

We are committed to creating a diverse workplace community. If you require accommodation during the selection process, please contact us. Only applicants selected for an interview will be contacted.

Elevate your career and be part of something extraordinary at Wahous Wilderness Lodge!