



## Sales and Marketing Associate

Ancillary Services

Professional Staff Group Regular Full-Time

**Classification:** Band D **Salary Rate:** \$52,215-65,013 (Based on 37.5 hours per week)

### Overview

St. Francis Xavier University, one of Canada's leading universities, is seeking a Sales and Marketing Associate. Reporting to the Manager, Ancillary Services. The Sales and Marketing Associate will generate sales leads to optimize selling opportunities to promote products and services available through Conference and Special Events, Accommodations, as well the Charles V. Keating Centre with a goal of progressively increasing annual revenue. The schedule of this position requires the incumbent to work evenings and weekends as necessary.

### Responsibilities:

- Responsible for developing comprehensive client (internal and external) files, sales proposals and contracts to secure new conference, seasonal/summer accommodation business, and ice rentals. The person will be responsible for analyzing the services and the potential margins to ensure appropriate financial return to the University.
- Defined Sales targets will be required to be met.
- Develop and produce monthly sales reports for current and future sales activity.
- Assist with development of content for department marketing materials, advertising and promotional items, social media, maintaining portions of Ancillary website, and workshops as required.
- Responsible for ensuring all sales bookings and internal clients events are up-to-date and accurate in the central booking software system (Kx) to produce availability for present and future sales opportunities.
- Participate in related associations/organizations, attend trade shows and sales visits as required.

### Qualifications/Skills:

- A minimum Bachelor's Degree in Business, Marketing or Hospitality
- Preference will be given to candidates with 3 or more years' experience in a similar role. Experience in a hotel setting would be beneficial to the position.
- Experience in a University environment will be considered an asset
- Strong organizational skills; Excellent interpersonal skills;
- Strong work ethics and success at working in a team environment
- Excellent written and oral communication skills;
- Ability to handle multiple projects, meet deadlines and follow-up with an eye for detail;
- MS office suite (Excel, PowerPoint, Word) experience helpful;
- Experience working and interacting with customers is essential

### Application Instructions

Closing date for applications will be June 4, 2024 at 1:00 pm. To apply please submit a letter of application and a resume in confidence to **People and Culture, StFX University** at [careers@stfx.ca](mailto:careers@stfx.ca). Only those selected for an interview will be contacted.

*St. Francis Xavier University is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People.*

*Our institution is committed to upholding the values of equity, diversity, inclusion and accessibility. We encourage applications from members of groups that have been historically disadvantaged and marginalized, including Indigenous persons (especially Mi'kmaq), racialized persons (especially African Nova Scotians), persons with disabilities, those who identify as women and/or 2SLGBTQIA+ and any others who would contribute to the diversity of our community. Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority.*

*We are also committed to the elimination of barriers to participation for persons with disabilities. Should you require an accommodation during the recruitment process, please contact People & Culture at [hr@stfx.ca](mailto:hr@stfx.ca) or 902-867-5038.*

### **About the Ancillary Services Department**

Ancillary Services provides many important services that support StFX's core functions - teaching and research. Each day we strive to enhance the campus experience for students, faculty, staff and visitors. All of Ancillary Services proceeds stay on campus and supports academic, research, infrastructure and student programming initiatives.

### **About St. Francis Xavier University**

Established in 1853, St. Francis Xavier University (StFX) is consistently recognized as one of the best universities in Canada. StFX exceeds the needs of today's undergraduates through providing the very best academic experience -- outstanding teaching, exceptional hands-on research opportunities, and global exchanges -- all within Canada's most vibrant and inspiring residential campus. Here, the focus is on the academic and the personal development of every student, making community and social engagement a large part of the learning experience. Our students are academically strong and highly engaged in every aspect of life, determined to make a positive impact on the world.

In 2022, Maclean's annual university rankings put StFX #1 in student satisfaction and #2 in reputation across Canada in the primarily undergraduate category. For more, visit [www.stfx.ca](http://www.stfx.ca)

### **About Antigonish, Nova Scotia**

The beautiful and historic town of Antigonish is located within the northeastern corner of Nova Scotia. Only a 15-minute drive from the ocean and a two-hour drive to major urban centres, Antigonish is a family-friendly community with a diverse and growing population and provides access to excellent education at all levels. The town is surrounded by rolling countryside and beautiful beaches and is a hotspot for outdoor recreation, sports and other active lifestyle activities. Antigonish supports a vibrant culture in the arts with music, performing arts, visual arts and crafts, and fabulous festivals happening throughout the year.

For more information visit [www.townofantigonish.ca](http://www.townofantigonish.ca) or [www.visitantigonish.ca](http://www.visitantigonish.ca).