



Sales, Communication and Marketing Coordinator

Bordered by the Crescent Drive Golf Course and only 20 minutes from downtown Winnipeg, Thermëa by Nordik Spa-Nature opened its doors in 2015. This relaxation and renewal centre focuses on thermotherapy practices and relaxation techniques from Scandinavian countries. It offers a multisensorial experience in an all-embracing natural setting to contribute to the health and wellness of its guests.

Continuously innovating and evolving by creating unique relaxation experiences, it is the only Nordic-style spa in the Canadian Prairies today.

We are currently seeking passionate wellness professionals who will use their skills to transform people's lives, one visit at a time. Join our team.

Thermëa by Nordik Spa-Nature employees are committed to upholding our company values:

- Accountability
- Engagement
- Respect
- Integrity
- Team Spirit

Job Summary

Under the authority of the General Manager and the Corporate Office, the Sales, Communication and Marketing Coordinator will be involved in all marketing and communication projects (mostly designed by our marketing department in head offices located in Quebec) to plan events throughout the year, to create partnerships with Winnipeg's hospitality & leisure businesses, to sell the spa's services and to improve the brand recognition.

Responsibilities

- Coordinate familiarization tours, in collaboration with tourism offices, and greet the participants;
- Greet the media on site tours;
- Represent Thermëa with different associations or at networking and sponsorship events (chamber of commerce, trade shows, etc.);
- Sell all of the spa's services to corporate businesses and follow up with corporate clients;
- Create a database and keep it up to date (partnerships, clients' trade shows, hotels, etc.);
- Develop corporate partnerships with hotels and different industries;
- Take part in developing a wellness program which can then be sold to

- different associations and corporations in Winnipeg;
- Coordinate promotional events in collaboration with the Nordik Group's Marketing team, in accordance with the marketing strategic plan;
 - Perform a sponsorship management function;
 - Assume the responsibility of the sales budget;
 - Feed the Corporate Office with daily content (site pictures, employee's good moves, etc.);
 - Keep up to date with what is going on in town, and stay connected with Winnipeg communities;
 - Responsible of internal communications for events and new promotions;
 - Build a positive relationship with the spa's clientele and its employees;
 - Collaborate on the internal communication of the strategic marketing plan with the various teams;
 - Manage complaints (occasionally)
 - Participate in the development of promotional material with the Nordik Group's Marketing team;
 - Take advantage of opportunities to post social media updates;
 - Organize, plan, and coordinate mobile kiosk setups;
 - Run promotional and advertising campaigns supplied by the Nordik Group;
 - Collaborate on strategies for marketing products, services, experiences, packages, events, new spas, the hotel project, and more;
 - Produce reports and post-mortems;
 - Contribute to maintaining the Thermëa by Nordik Spa-Nature brand;
 - Take charge of the distribution of marketing tools to various departments, as well as of the inventory of such tools;
 - Assume the responsibility of signage on site;
 - Coordinate internal events and ensure they run smoothly with help from the operations team.

Qualifications

- University diploma in marketing and/or communications, or equivalent;
- Minimum of 3 years of experience in the marketing and/or communications fields;
- Demonstrates a high level of proficiency in MS Office (Word, Excel, Outlook and PowerPoint) and is adept at learning new technologies;
- Knowledge of French (an asset);
- Good knowledge of Winnipeg communities, especially in the tourism industry;
- Excellent knowledge of the MS Office suite.

Profile

- Demonstrated affinity for the values of Thermëa by Nordik Spa-Nature;
- Always the first to be aware of the latest trends in social media and marketing;
- Capable of working independently as well as being part of a dynamic team;

- Methodical, precise, and detail-oriented;
- Ability to work under pressure and within tight deadlines in a fast paced and continuously changing work environment;
- Versatile, thorough, and autonomous;
- Skilled in communication and interpersonal relationships (clarity, empathy, consideration, poise);
- Good initiative and a proactive approach to daily tasks;
- Capable of managing workflow (planning, prioritization, organization and follow-up); analyzing and carrying out tasks in a timely manner;
- Capable to develop and maintain positive, long-term business relationships; energetic, committed and listens to clients (both internal and external);
- Possesses excellent interpersonal skills and can work well independently, or as a member of a dynamic team;
- Methodical, precise and consistent (with strong attention to detail);
- Copes well with ambiguity and stress.

Salary

Based on the pay scale and benefits in effect at Thermëa by Nordik Spa-Nature

Schedule

Monday to Friday; occasional evenings and weekends.

To Apply

Please fill in the I-Recruitment job application questionnaire on our Careers page.
<https://irecruitment.ca/employeur/?employeur=thermea>

Please note that only successful candidates will be contacted.