

# U Sail Watersports- Sales & Marketing- Seasonal- Part Time Job Description

## Sales & Marketing Coordinator

COMPILED: Feb 2022

POST TITLE: Sales & Marketing Coordinator

REPORTING TO: Operations Director

LOCATION: Remote Working & Centre-based customer facing role

This role is a seasonal part time role with weekend, evening and public holiday work.

### **Roles:**

The Sales & Marketing Coordinator is required to:

- Develop new relationships with school representatives
- Create monthly flyers using Microsoft publisher for the Tuckers Point Club Newsletter for U Sail Castle Harbour centre.
- Update Check front booking system for sales items each month, produce booking links for flyers and keep booking system updated.
- Create and schedule each month social media posts in advanced using Hootsuite.
- Monitor and track social media posts and campaign results and analyse sales.
- Coordinate special digital marketing projects such as video shoots for promotions
- Dealing with all enquiries (face to face, email or telephone) in a professional, polite and confident manner
- Manage main emails enquiries ([Hello@usailbda.com](mailto:Hello@usailbda.com)) box on general information before it is passed on to the centre team
- Take bookings using our online booking system
- Accurately and efficiently keeping customer payments up to date using online booking system and Jonas.
- Setting up weekly session sign in sheets
- Verifying Customer Waiver medical forms
- Verifying Customer Covid-19 Health Declaration forms (Hopefully only until April 1<sup>st</sup>)
- Answering telephone via phone app in a professional, timely and effective matter.
- Create (as per U Sail Vision & Plan) and develop a return for both local school sailing and possibly overseas school trips (nothing since covid started, March 2020 with a marketing deck and make school visits either virtually or in person.
- To assist with any other task by the operations director.

### **Qualifications:**

Mandatory/Desirable

- BS Degree in a marketing relevant field (desirable) or Part way through completing a degree in this related field.
- Excellent Communication Skills
- Excellent Time management skills
- Ability to work alone and remotely
- Keen eye for detail

- Excellent Computer skills including Microsoft Office Publisher Proficient and/or adobe creative programs
- Confident sending and replying to emails in outlook.
- Work with a 'Can-do' attitude and in a fast-paced environment
- Knowledge of Sailing and RYA Sailing syllabus (desirable)

Preferred:

- Use of Check front Online booking system
- Use of Hootsuite Social Media Management
- 1 to 2 years' experience in marketing
- An RYA instructor as could lead to a separate instructor role
- A background of knowledge of the sailing and Watersports industry
- Knowledge of the RYA Sailing, windsurfing and powerboating syllabus

Fulfil any other roles and responsibilities as required by the Operations director.

**U Sail Bermuda, A Limited Liability Company registered in Bermuda, Registration Number: 52447 & U Sail Watersports Limited Company registered in Bermuda, Registration number: 56284 and both registered at Office: Victoria Place ,31 Victoria Street Hamilton HM10 Bermuda [www.usailbda.com](http://www.usailbda.com) Centre Number: +1-441-533-0798**