



Sales and Marketing Coordinator RockRidge Canyon

A Young Life of Canada property

Princeton, British Columbia, Canada

A little bit about the job ...

RockRidge Canyon is a Young Life of Canada property located in Princeton, British Columbia, owned and operated for the purpose of reaching teenagers with the Gospel of Jesus Christ. It also functions as a Christian conference and retreat centre when not being used by Young Life.

Reporting to the Property Manager, the Sales & Marketing Coordinator markets RockRidge Canyon's excess capacity available September to June to grow Young Life's rental revenue, thereby helping fund and sustain Young Life's ministry programs at RockRidge Canyon throughout the year.

You partner with the property staff team to set a standard for service and presentation excellence at this year-round resort facility that exceeds guests' needs and expectations by providing them with a world class experience.

As an ambassador for Young Life, you ensure RockRidge Canyon's activities promote, enhance, and protect Young Life's brand, and boost its reputation with relevant constituents, as well as drive broader awareness.

This is a permanent, full-time position. The successful candidate may relocate to Princeton, BC; work from Young Life's National Service Centre in Langley, BC; or work from a home office elsewhere, and must be able to work a flexible schedule according to seasonal operating requirements. The business address is 2000 Willies Ranch Road, Princeton, BC, Canada.

For a copy of the full job description, please visit RockRidgeCanyon.com.

A little bit about us ...

RockRidge Canyon is a Young Life of Canada property located in Princeton, BC, Canada. At RockRidge Canyon, teenagers are treated to the resort-quality facilities for which Young Life has become known. Kids can get away from the pressures of everyday life, have fun with friends and their Young Life leaders, and hear the message of God's love in terms they can understand. Young Life camping involves high adventure, lots of fun, great food and excellent speakers. Each year, more than 2,000 kids from across Canada and as far away as Europe or Asia, spend a week at RockRidge Canyon, having an experience that many describe as the best of their lives. From September through June, when not hosting Young Life camps, RockRidge Canyon rents its excess capacity, serving as a conference and retreat centre for businesses, churches, and schools.

To learn more about RockRidge Canyon – visit RockRidgeCanyon.com.

Since Young Life began in Canada in 1954, our staff and volunteers have cared enough to leave the comfort of their adult worlds and enter the arena of high school and junior high school life. Trained Young Life leaders are committed to friendships with kids - no strings attached. We go where kids are and spend time in their world playing road hockey, going to the mall, watching a basketball game, or heading to the ski hill. Young Life leaders build bridges of friendship in order to "earn the right to be heard." We are all about communicating God's love and the Christian message to kids in terms they can understand. Young Life values and respects all young people, and welcomes all teenagers, both junior and senior high, regardless of religious beliefs. With staff in over 50 communities throughout

BC, Alberta, Ontario and Quebec, Young Life of Canada employs more than 130 staff, and works with over 500 volunteers.

To learn more about Young Life – visit younglife.ca.

A little bit about you ...

You have a vibrant and growing personal relationship with Jesus Christ.

You have a Bachelor's degree in business or marketing, or equivalent, combined with three to five years' experience in a marketing or business development role, or equivalent. Your previous experience on a sales or marketing team is an asset. Young Life experience is an asset.

Equipped with solid negotiation and closing skills, you have a demonstrated ability to cultivate new relationships and generate new rentals. You are a self starter with demonstrated ability to work with minimal supervision.

You have an engaging phone manner and well-developed customer service skills and demonstrate a high level of professionalism. Combined with your excellent interpersonal, written and verbal communication skills, you interact effectively with a wide variety of clients.

You can use email software such as Constant Contact to create online marketing campaigns. Your creative ability enables you to write copy and create basic designs for online and print advertising. You can provide visioning for sales and marketing campaigns. You are current on popular social platforms including Facebook, Instagram, LinkedIn, and Twitter, with solid online advertising skills and ability to use social media analytics. You demonstrate intermediate skill in Microsoft Office, with solid technical skills that ensure you can navigate Google drive analytics, perform website updates, and learn Camp Brain software.

You have a valid Class 5 driver's license and clean Driver's Abstract or equivalent.

All employees of RockRidge Canyon may have unsupervised access to children. Therefore, the successful candidate must provide a current criminal record check as a condition of employment.

Individuals considering employment with RockRidge Canyon **must be legally entitled to work in Canada** and subscribe to our Statement of Faith.

How to Apply

We provide salary commensurate with your education and experience, group benefits, including an RRSP program, and support for professional development. If you have questions about this posting, please contact Carolyn Mortensen, Property Manager, RockRidge Canyon at 250 870 9030, ext. 4105, or at cmortensen@younglife.ca.

Please email your application package to cmortensen@younglife.ca, with "Sales and Marketing Coordinator" in the subject line. We will continue to accept applications until the position is filled. Please indicate in your cover letter how you learned of this opportunity.

Thank you for your interest in working with Young Life and RockRidge Canyon!

