



**Position Title:** Marketing Coordinator  
**Position reports to:** Director of Marketing  
**Salary:** \$45,000 annually, benefits  
**Employment:** year round

Fox Harb'r Resort is a 5 Star 4 Diamond property nestled along the coast of the Northumberland Strait in Wallace, Nova Scotia. We are offering a unique opportunity for you to experience a 5 Star Luxury work environment. With this opportunity you will be presented with a distinctive career, experience, and benefits in a World Class setting.

### **Position Overview**

The Marketing Coordinator supports the Director of Marketing (DoM) and serves as a key liaison with all departments across the Resort. This role manages marketing initiatives, administrative tasks, and communications projects that contribute to the success of the Resort and Real Estate marketing programs.

### **Qualifications & Requirements**

- Strong commitment to confidentiality
- Excellent listening skills
- Enthusiastic and positive attitude
- Strong ethics and integrity
- Effective multi-tasker
- Professional and honest behaviour
- Acts as a role model and mentor
- Strong communication skills
- Ensures clarity of leadership direction
- Strong analytical and problem-solving abilities
- Highly organized with ability to meet deadlines

### **Responsibilities**

- At the direction of the DoM, coordinate marketing campaigns and work with departments on marketing needs
- Ensuring all marketing deliverables are kept on track and on time
- Assist in evaluating and executing partnership and sponsorship opportunities
- Working with the Social Media Coordinator, support social media content development
- At the direction of the DoM, maintain and update the property website for accuracy, clarity, and merchandising opportunities
- Conduct annual reviews of collateral and present recommendations
- Ensure hotel digital assets are accurate
- Ensure all local listings are optimized, accurate, and up to date
- Coordinate design, production, and distribution of sales and marketing materials while upholding brand standards and corporate identity
- Assess departmental needs for promotional gifts and propose budget items
- Provide copy review for the HR Newsletter



- Monitor third-party content - including media coverage and customer reviews - and circulate to interested parties
- Ensure all customer reviews are appropriately actioned
- Assemble month-end media coverage and customer reviews report
- Maintain press databases and digital archives
- Identify inbound link opportunities from relevant sites
- Respond to media inquiries or direct them to the appropriate spokesperson
- Assist with property tours and event hosting
- Coordinate media visits, reservations, amenities, and hosting
- Manage all on-property photo shoots

**At Fox Harb'r Resort, we know every employee is a valued part of the team.**

**Our benefits include:**

- Travel Fuel Allowance
- Discounts at the Resort's Dining Areas; The Cape Cliff and Willard
- Discounts on Accommodations, Golf and Spa services & products
- Friends and Family Rates for overnight accommodations
- Complimentary use of the Junior Olympic Pool, Mineral Pool and Fitness Room
- Team Member rates for Golf, Sport Shooting, Kayaking, Trail Rides etc.
- Team Member Activities and Department Incentives
- Team Member Education Funding and Bursary Program
- Team Member housing availability

Fox Harb'r Resort is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status