



A GROUP OF SMALL BUSINESSES WITH A **BIG VISION**

### Regional Manager, Sales, Marketing, & Promotions

The Truffles Group is looking for a creative, energetic, and innovative Regional Manager, Sales, Marketing & Promotions to join our talented team and support our collection of rapidly growing businesses!

Locally-owned and operated, The Truffles Group is a people-powered group of companies devoted to changing the way people think about Vancouver Island's hospitality, tourism and beverage retail industries. Our dynamic group of companies includes: Cascadia Liquor Stores (7 locations across Vancouver Island); Canoe Brewpub & Marina; Truffles Catering; Habitat Catering at Royal Roads; Victoria Butterfly Gardens; Sequoia Coastal Coffee (at the Royal BC Museum). The ideal candidate will be a well-organized and independent self-starter.

#### Your Purpose...

This position offers an incredible opportunity to play an integral part of a dynamic and growing group of companies. The Regional Manager, Sales, Marketing, & Promotions is responsible for the strategic development and execution of The Truffles Group's marketing, advertising, and promotions activities for our group of companies. This position is responsible for brand leadership and will take steps to measure, engage, and enrich the position and image of the company delivering a superior guest experience and enhancing the brand(s) within the marketplace.

#### You Enjoy...

- Developing business through researching and creatively driving market opportunities while building and expanding guest base and identifying new guest opportunities.
- Preparing sales and marketing annual plans by implementing production, productivity, quality, and guest-service standards across all internal and external channels for the company utilizing websites, advertising, collateral, social media and branding exercises.
- Developing, strengthening, and maintaining business relationships through partnership development, creative promotions, sponsorship alliances, and industry partners.
- Meeting and exceeding sales and profit objectives by executing initiatives in partnership with business leaders and employees.
- Focusing on guest experience through organizational process and product improvements to implement change and resolve problems ensuring guests receives a seamless, exceptional brand experience.
- Implementing and achieving sales and marketing objectives by contributing sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and guest-service standards; resolving problems; identifying trends; determining areas for sales improvements; implementing change.
- Contributing to business development by identifying opportunities, conducting market research and preparing proposals for acquisitions.
- Evaluating market trends and gathering competitive information, identifying trends that affect current and future growth of sales and profitability.
- Working with community groups to discover the best opportunities for economic growth and impact within the Victoria hospitality market.
- Managing all internal and external communications.
- Completes special projects as assigned, including the coordination of our mystery shop program.



truffles  
INSPIRED CATERING



CANOE  
BUILT FOR THE MODERN TIMES



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### You Have...

- 5 to 7 years of marketing and multi-brand experience at a strategic managerial and leadership level.
- Proven experience in preparing and executing a Strategic Marketing Plan for several businesses, preferably in different industries. This includes knowledge on situational analysis (internal/external), SWOT, competitive assessment, developing target markets through demographic analysis, preparing a marketing and promotions strategy for multiple brands with a calendar of initiatives and accountability for the operating budget for SMP.
- Experience in developing innovative, creative, cutting edge and experiential website and social media strategies to build brands with dynamic relevant content marketing on FB, Twitter, Instagram, Pinterest and other integrated website services.
- Managerial experience to oversee a small team of support staff with inspiring, motivating and boundless positive messaging of leadership characteristic traits and with effective delegation and follow up.
- A make it happen attitude with the proven ability to be agile and nimble in adapting to a varying work pace and project flow with the ability to shift gears.
- The ability to work collaboratively within a small head office team environment and to provide an integrated supportive role to business unit general managers in fulfilling their individual strategic plans.
- An innate sense on what is around the marketing and promotions corner before anyone else!
- Very good verbal and written communication skills with excellent time management skills.
- Knowledge of MS Office Suite, Apple InDesign, and various third-party sites (watchful eye, survey monkey, mail chimp, etc)

### We Offer...

- A dynamic work environment with great people
- A focus on ethical and sustainable business practices
- Cross-training, growth opportunities and staff discounting privileges with The Truffles Group of partner businesses ([www.trufflesgroup.com](http://www.trufflesgroup.com))
- Complimentary entry to community events
- Extended health and dental
- Paid volunteer days
- Donation matching

If this is you, let us know by forwarding your resume and cover letter to [emily@trufflesgroup.com](mailto:emily@trufflesgroup.com). Only those who qualify will be contacted.