



4577 Billy Maher Road Memphis, TN 38135-1119 (901) 377-9284

Job Description

Job Title:	Reservations and Marketing Manager
Effective Date:	7/1/23
Reports to:	Director of Operations
Status:	Full-Time, Exempt
Benefits:	Two weeks vacation annually (prorated for 2023), individual health/dental insurance, 5% retirement + 4% matching eligibility

Summary

St. Columba's mission is to be a natural sanctuary and provide opportunities for growth through camps, retreats, conferences and events. St. Columba is a nonprofit ministry of the Episcopal Diocese of West Tennessee.

The Reservations and Marketing Manager is a member of the leadership team and serves as a central administrator for information that impacts retreat guests, inquiring coordinators, camper parents, and revenue generation. As primary registrar for St. Columba events, this person develops and administers necessary processes that allow the center to be well organized in its booking calendars, office functions, and bookkeeping processes. They are also a warm and welcoming face to all guests that arrive at St. Columba and assists the Operations Director in providing hospitality to all guests at St. Columba. As the center's year-round marketing specialist, this person aspires to raise community awareness of the programs and offerings of St. Columba, Mud Camp, ASCEND Adventure Course, and all hosting ministries. As a year-round staff member, this person cares deeply about the mission of St. Columba and provides hosting to guests on a rotating calendar as assigned by the Director of Operations (average one weekend per month and several mid-week days each month).

Essential Functions- Group Registrar and Marketing Specialist

- Is well-versed in St. Columba's rates, hosting capabilities, and camp operations to provide accurate quotes to inquiring group coordinators or information about St. Columba
- Maintains extremely prompt and extremely friendly contact with groups by returning all phone calls and emails. Typically within 24 hours.

- Organizes the booking and rebooking processes including sending accurate reservation agreements and collecting deposits in a timely manner and following up with group coordinators to capture their event(s) for future years.
- Primary administrator of center software for donor/reservations/etc.
- Manages group-use calendar and provides first-right-of-refusal options to groups that may want similar dates in the future.
- Provides hosting to guests on a rotating calendar as assigned by the Director of Operations (average one weekend per month and several mid-week days each month).
- Leads the process of reaching out to new and prospective groups and markets.
- Aspires to utilize the capacities of St. Columba’s facilities and hosting ministries.
- Develops communication plans, enews, newsletters, brochures, websites, and all other materials instrumental in the marketing and sales of the center.
- Conducts tours, special events, and attends outside conferences and workshops in order to increase the awareness of St. Columba’s services.
- Set strategies and implement work to keep St Columba top of mind for past clients.
- Maximize the impact of existing communication channels: letters, social media (FB, Instagram, and Linked In), targeted e-blasts to different markets, and more.
- Identify organizations not familiar with St. Columba and introduce them to our spaces.
- Work with the Executive Director, Director of Operations and Board to set pricing strategy that balances mission and revenue generation.
- Leverage relationships with Episcopal churches to drive traffic and bookings.
- Determine how to leverage this work into other faith communities in Memphis and the region.

General Character

Must have a clear understanding of the meaning and spirit of “Christian Hospitality” and how it applies to every aspect of the operation of the Center, and be able and willing to be dedicated to providing the highest possible level of hospitality to all dealings with the Center’s guests and staffers – before, during, and after their visit. This person should be a fast learner, able to do math quickly, able to remain calm under stress, and exude a commitment towards hospitality and friendly disposition.

Working Conditions

- St. Columba is a largely outdoor campus so this person must be able to be outdoors for tours and other center events.

Physical Demands

- This person in this position is required to move around the buildings and traverse the property and can lift 50lbs unassisted

Core Behavioral Competencies

Attention to Detail—Able to follow detailed procedures and ensure accuracy

Commitment to Task—Able to take responsibility for actions and outcomes and persists in spite of obstacles. Demonstrates dependability in difficult circumstances and shows a sense of urgency about getting results.

Coping—Able to maintain a solution-oriented approach while dealing with interruptions and interpersonal conflict.

Service Focus—Able to demonstrate a high level of service delivery. Able to be of service to difficult people. Deal effectively and proactively with service failures. Effectively prioritizes public needs.

Flexibility—Able to perform a wide range of tasks and change focus quickly as demands change. Manage transitions effectively from task to task. Effectively adapts to varying public needs.

Quality—Able to maintain high standards despite pressing deadlines. Does the work right the first time. Reinforces excellence as fundamental priority.

Team Work—Able to share due credit with coworkers. Displays enthusiasm and promotes a friendly group working environment. Works closely with other groups as necessary. Supports group decisions and solicits opinions from coworkers. Displays team spirit.