



Assistant Front Office & Social Media Manager

About Us

Highland Pines is one of the finest seasonal and overnight campgrounds in Ontario, offering seasonal camping for trailers, overnight RV camping, as well as lakeside cabin rentals. Located on the shores of scenic Lake Belwood, outside Fergus, our campgrounds are easily accessible from anywhere in the GTA. We offer world-class facilities and amenities for over 800 campsites located on 350 acres of land.

Job Summary

The Assistant Front Office & Social Media Manager will provide guidance and leadership, in the absence of the Front of House Manager, to Front Desk Agents and Events Coordinators to ensure efficient and smooth operations with the goal of creating consistent exceptional customer experience. The role will also oversee the organization's interaction with the public through the implementation of content strategies on Highland Pines' social media platforms.

Summary of Responsibilities

Front Office Component:

- Train, develop, and supervise associates in the Front Office area of the park.
- Provide oversight to the Events Team. Assist in planning the events calendar and developing events strategies and initiatives.
- Review, comply with, and enforce the company's policies
- Be an example and strong role model; provide superior customer experience to guests.
- Confer and cooperate with other departments to coordinate park activities and events.
- Develop a thorough knowledge of Highland Pines staff, park policies, emergency and security procedures, site locations; ALL park related fees, amenities, events and selling strategies.
- Respond to seasonal and transient camping inquiries, park policies, park events and activities, as well as general information accurately and in a professional manner.
- Responsible for arrival and departure process.
- Answering telephone calls and park reservation inquiries in a courteous and professional manner.
- Create park reservations; monitor online booking traffic.
- Perform store inventory with Managers.
- Accurate completion of all special billing requests.
- Responsible for cash floats and enforces all cash, check handling, and credit policies.
- Present and explain statements of charges to departing or inquiring campers.
- Perform general office duties, including but not limited to supporting Finance with accounts payable responsibilities.
- Maintain high visibility during peak period to ensure smooth running of operations. Must be available on evenings, weekends and holidays.
- Uphold and enforce Highland Pines uniform policy.
- Carry out other tasks and duties as assigned by the Front Office Manager

Community/Social Media Component:

- Develop brand identity through Highland Pines' online and social media platforms.
- Develop content to increase community engagement.
- Respond to customer questions and queries posted on the company's online and social media channels.
- Develop relationships with influencers or complementary brands to organically grow the company's social media following.
- Work together with the front office manager, sales managers and graphic designers to create compelling content for publication or campaigns.

Job Requirements and Qualifications

- College Diploma or University Degree or equivalent related experience in the hospitality industry
- One (1) year front desk leadership or supervisory role or two (2) years' customer service supervisory role with direct public contact in the hospitality industry
- Experience in Property Management Systems
- Experience in managing a cash float
- Experience in Microsoft Office – Word and Excel
- Ability to work individually as well as part of a team
- Must be a self-motivated and well-organized individual
- Professional appearance and manner

Competencies Comply with quality assurance expectations and standards.

- Client/Customer Focus
- Communication
- Cultural Sensitivity
- Organization
- Strong Analytical Skills
- Problem Solving
- Professionalism
- Teamwork

Highland Pines Campground offers competitive compensation, group benefits, a group RRSP with employer match, and career advancement opportunities.

Highland Pines Campground strives to ensure that our employment practices are free from direct and indirect discrimination and is committed to upholding the human rights of those participating in the hiring process. In pursuit of this commitment, Highland Pines Campground will not condone or tolerate any acts of discrimination or harassment under any of the grounds protected under human rights legislation. This commitment extends to the hiring process and throughout the course of employment.

Qualified applicants should contact **Dana Burdenuk** at admin@pinemeadows.ca

For more information, please visit our website at www.highlandpines.com