



Job Title	Office Reception, Retail, & Marketing
Location	40 OWL Lane, Foresters Falls, Ontario, K0J1V0
Salary	Starting at \$157.00 / day
Accom / Meal Plan	\$12 day (3 meals/ day, tent platform and staff benefits)

Company

OWL Rafting, est. 1981, is a Whitewater rafting company and resort based out of Foresters Falls in Ontario, Canada. As a part of the tourism industry, we offer guided rafting trips down the Ottawa River. Our season begins mid-May and finishes mid-September.

Job Description

OWL Rafting is seeking a creative and organized individual to lead our marketing efforts while providing exceptional guest service and retail support. This dual role is perfect for someone who thrives in a fast-paced environment, enjoys building connections, and has a talent for producing engaging marketing content. As the face of our office and retail operations, you'll also play a vital role in ensuring guests have a seamless and memorable experience.

Responsibilities

Working with the OWL management team to promote OWL Rafting through marketing efforts including:

- Communicating & coordinating with OWL's Marketing team
- Collaborate with the OWL management team to promote OWL Rafting across various platforms
- Generate engaging content for social media, newsletters, and the website, ensuring it aligns with current trends
- Coordinate with our marketing agency to ensure timely and relevant campaign execution
- Ensure marketing materials created and published reflect OWLRafting's brand and vision
- Monitor and analyze social media and answer correspondence from these channels

Working within the OWL office and supporting the administration, retail, and cafe team.

- Guests' correspondence, reservation administration, and follow up by phone and email
- Merchandising, retail sales, stock and cleaning the store, daily rentals
- Communication with retail suppliers by phone and email
- Manage our retail system and inventory, keeping accurate records
- Process payments, perform accounting and balancing of daily income
- Prepare necessary daily reports
- Prepare daily baked goods and display for Cafe OWL
- Prepare speciality beverages as required from the cafe
- Work collaboratively with other staff and departments at OWL
- Performs other duties as assigned (data entry, maintenance, etc.)

1 800 461-7238 www.owlrafting.com

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Requirements

- Proficiency in social media platforms, content creation, and basic marketing principles
- Strong skills in photography and videography, with an eye for creating engaging content tailored for social media platforms
- Familiarity with design tools (e.g., Canva, Adobe Suite) and content management systems (e.g., WordPress) is an advantage
- Ability to work collaboratively and manage multiple tasks efficiently
- Outstanding written and verbal communication skills (phone, email, social media)
- Ability to work effectively in a fast-paced environment and as a team member
- Interpersonal skills, positive problem-solving skills, punctual and motivated
- Excellent computer and data entry abilities and knowledge
- Previous experience in retail and customer service
- Demonstrates a passion for outdoor recreation
- First Aid and CPR Certificate (we offer at a discounted rate for employees)
- WHMIS and Health & Safety Certificates (info on how to obtain provided with the job offer)

Additional Information

Please check out our [Website](#) and [Employment Page](#) to learn more about OWL Rafting. This position would be ideal for a co-op student or a new grad in a marketing, PR, or hospitality field.

Application

If interested in the position, please complete an [Employee Application Form](#). A resume, cover letter, and references are mandatory. Please do not hesitate to get in contact with us if you have any questions.

Staff Perks

There is so much more to being a member of the OWL Crew besides meaning full work within a fantastic and fun community while living alongside one of the BEST natural playgrounds in Ontario.

- 1 free rafting day trip to give away for part time OWL crew or MKC crew, 2 free day trips to give away for full time OWL crew ***free trips are for friends or family*
- Immediate family can stay in paddler camping for free if coming to visit, max 3 nights consecutive
- 20% off retail (excludes any food items, cannot be combined with other discounts)
- Access to pro deals (order directly from manufacturer for lower prices)
- Raft for free provided there is space in a trip, and you are not working.
- On-Site training and certification courses at a discounted rate ex: First Aid & CPR
- Accommodation and food provided for the summer at \$12/day (all meals)
- Tent platform (10 x 14 ft raised with tin roof)
- Laundry available
- Internet connection (WIFI) available around the office
- Staff room with kitchenette and WIFI access
- Use of all OWL facilities (beach, watercraft, sauna, volleyball, etc.)
- 2 staff days: group activity day with all crew (end of June and end of August)
- Employee Pricing at Madawaska Kanu Centre

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