



Bodhisat Nature Cure & Wellness Resort®

Job Description: Front Desk & Marketing Coordinator

Location: Bodhisat Nature Cure & Wellness Resort, Vansoj, Una – Gir Somnath, Gujarat. Near to Diu (UT).

Department: Administration & Operations

Reports To: Hospital Administrator / Wellness Resort Manager / Managing Director

Position Overview:

The Front Desk & Marketing Coordinator serves as the first point of contact for clients and visitors while supporting marketing initiatives to enhance the organization's brand presence. This dual-role position requires excellent communication skills, organizational abilities, and a proactive approach to both administrative and marketing tasks.

Key Responsibilities:

Front Desk / Administrative Duties:

- Welcome and assist visitors, clients, and staff with a warm and professional demeanour.
- Handle incoming calls, emails, and inquiries, providing accurate information and redirecting as needed.
- Manage appointment scheduling, reservations, and calendar coordination.
- Maintain front desk operations, including reception area organization, office supplies, and equipment.
- Maintain and update client databases and records with confidentiality.
- Assist in preparing reports, presentations, and internal communications.

Marketing & Coordination Duties:

- Support marketing campaigns, both online and offline, including social media management, content creation, and email marketing.
- Assist in the planning and execution of promotional events, workshops, and campaigns.
- Monitor and report on marketing metrics, engagement, and outcomes.
- Coordinate with vendors, partners, and media contacts as required.
- Assist in updating website content and digital platforms to reflect promotions, events, and new services.
- Contribute creative ideas for enhancing brand visibility and client engagement.





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Skills & Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field preferred.
- **2–3 years** of experience in front desk administration, customer service, or marketing coordination.
- Excellent verbal and written communication skills. (**Multi-lingual Preferred:** English, Hindi, Gujarati & any other, if known)
- Proficiency in MS Office, Google Workspace, and social media platforms.
- Ability to multitask and prioritize in a fast-paced environment.
- Professional appearance and friendly, approachable personality.
- Knowledge of basic marketing tools, content creation, and event coordination is a plus.

Key Attributes:

- Strong interpersonal and customer service skills.
- Organized, detail-oriented, and proactive.
- Creative mindset with a willingness to contribute marketing ideas.
- Ability to maintain confidentiality and handle sensitive information.

Work Environment:

- Front-facing role in a dynamic, client-oriented environment.
- Collaborative work with marketing, operations, and administrative teams.

Reporting:

- Directly reports to [Hospital Administrator / Wellness Resort Manager].
- Works closely with team members across administration, marketing, and operations.

Salary & Benefits:

- Competitive salary based on experience.
- Opportunities for professional development.
- Health and wellness benefits.



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