



Digital Marketing Specialist

Job Title: Digital Marketing Specialist

Job Site: Remote, preference for those in the Mountain West or Northwest Region

Reports to: Managing Director

Salary: \$55,000-\$65,000/year, DOE

Employment Term: Full time, salaried

Employment Start: March 2022

SUMMARY

At Adventures in Good Company, we work together to provide the best in small-group active travel. We offer unique experiences around the globe that both inspire and provide meaningful connections to the natural world, ourselves and each other. We are headquartered in Fort Collins, Colorado, but our entire staff live and work remotely. Every team member plays an important role in providing the best experiences possible for our community and we are seeking a creative and goal-oriented Digital Marketing Specialist to join our team.

The Digital Marketing Specialist is a highly motivated individual that oversees the strategy and design of marketing campaigns in three key areas of AGC's digital presence: social media, our website & blog, and email marketing efforts. This is a results-oriented position and the successful candidate will be a creative and engaging communicator with experience curating content, building a brand, and managing successful social campaigns across multiple platforms.

We welcome applicants from diverse backgrounds that share our passion and our commitment to creating a remarkable customer experience and caring community. We invite all interested applicants to describe for us how they will be a great fit for this position.

ESSENTIAL FUNCTIONS & CORE ACCOUNTABILITIES

- **Oversee email marketing efforts (30%):**
 - Curate and create beautiful, on-brand email campaigns, including the template designs, calls-to-action and content used in email sends
 - Help create and send weekly emails and monthly newsletters that grow readership, and inform and engage our community
 - Using our CRM, manage and segment lists based on behaviours like past email engagement and website interactions (site page visits, purchases, etc.)
 - Develop automated customer journey emails
 - Work to minimize list decay and unsubscribers while increasing the productivity of our email sends
 - Measure results and optimize the lead nurturing workflows for these segments to convert leads into customers
- **Build and manage the company's social media profiles and presence (30%):**
 - Oversee social media content creation and calendar across channels, including but not limited to Facebook, Instagram, Pinterest and LinkedIn, with the goal of creating on-brand content that educates and engages potential and current customers and drives sales
 - Work with the AGC team to generate new ideas and campaigns, including paid social advertising, to help increase AGC's reach, lead generation, and followers
 - Partner with social marketers and influencers in our space to help grow our reach and spread our mission by distributing content that educates, entertains, or activates the industry at large



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- Run experiments to test and optimize post performance and test into new social channels, when appropriate.
- Explore new ways to identify and engage new social networks to reach our target audience
- Track, measure, and analyze all initiatives to report on social media ROI
- **Ongoing curation and optimization of website (20%):**
 - Ensure the website effectively supports the marketing and communication strategy and utilizes best practices for a top-notch user experience
 - Maintain the content, function and design of the AGC website, including the blog, to support visitor engagement, lead generation, and SEO performance
 - Research SEO keywords to use throughout the website and write compelling and high-quality content, including blog posts and page descriptions
 - Develop optimization strategies that increase search engine results rankings
 - Collaborate with web developers and other project stakeholders on project and campaign implementation and performance
 - Proactively scope and present new ideas to improve our website experience for prospective clients and current customers
 - Curate and collaborate to produce regular blog content that integrates with the annual marketing plan and attracts site visitors through search, social channels and email subscribers
- **Serve as digital brand manager across all communications (10%):**
 - Collaborate with key staff to help develop and manage of an annual marketing plan, defining priorities for all digital platforms, and ensuring an integrated approach that is in alignment with AGC's communication and program priorities
 - Ensure AGC's communications are representative of the full diversity of the community in a respectful and authentic way
 - Oversee our public-facing customer engagement style, serving as the primary representative and front-line voice of our brand within our digital communities
 - Identify and help create value-added content and resources that will enrich the client journey, such as ebooks and infographics, that will provide the best overall experience possible
- **Team Support and Other Duties (10%):**
 - Provide regular updates and direction at weekly team meetings, including sharing what is learned with the team to help provide the best possible experiences for our community
 - Assist members of our program team on calls and conversations when appropriate to optimize the client experience and journey
 - Liaise with external partners and third-party vendors to ensure on-time and on-target delivery and outcomes
 - Travel on AGC trips on occasion to collect and oversee digital assets
 - *Pinch hit - small businesses thrive with individuals who are willing to help out as needed*

KNOWLEDGE, SKILLS, & ABILITIES REQUIRED

This role requires a combination of marketing, communications, and management experience. The Digital Marketing Specialist's ability to simultaneously work at a strategic level and deliver results on key activities will be critical. Specifically, this role requires:

- BA/BS in marketing, journalism, communications or related field, or equivalent working experience. A master's degree is a plus, though not required



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- A minimum of 5 years of work experience with developing and implementing successful marketing strategies utilizing multi-channel campaigns
- Experience with paid social ad strategy and execution
- Experience with graphic and video production; Adobe CS. Ability to create and manipulate graphics to support social campaigns using basic graphic design skills
- Self-starter, able to work independently, and ability to exhibit entrepreneurial skills
- Sincere commitment to work collaboratively and lead by example
- Working knowledge of marketing automation and CRM systems, HubSpot a plus
- Proven ability to set and meet deadlines and self manage time while working remotely
- Ability to stay current on latest trends, technologies, and strategies in marketing
- Familiarity with web design and hands on experience with SEO/SEM and website analytics, with basic understanding of HTML and CSS
- Strong writing skills, preferably with a portfolio in the travel industry
- Travel and outdoor skills, knowledge, experience and interest
- Ability to travel 1-3 times a year for team retreats, trainings, and trip familiarization
- Ability to troubleshoot technology problems
- Strong balance of creative and analytical skills and strong attention to detail

PHYSICAL ASPECTS OF THE JOB

This position requires the ability to look at computer screens for 8+ hours a day, use the computer, telephone, and electronic mail systems; lift 50 pounds; occasionally lead meetings and speak in public, and travel 1-2x a year to AGC trips, retreats and/or training. This description is not intended to encompass all functions and qualifications of the position. Rather, it is intended to provide a general framework of the requirements of the position. Job incumbents may be required to perform other functions not specifically addressed in this job description.

COMPENSATION, SCHEDULE AND BENEFITS

This is a full-time, exempt position (average 40 hrs/week). Annual salary range is \$55,000-65,000. Exact placement on range will be determined based on a combination of experience, education and demonstrable skills. Schedule varies by role, but is generally M-F, 8am-5pm MST. We are located in Fort Collins, Colorado, and prefer applicants from the area, and are also open to remote applicants who live in the Mountain West or Northwest Region (WA, OR, NV, UT, CO ID, MT WY). Benefits include paid time off, 13 paid holidays, medical, dental and vision coverage, a Simple IRA with company matching, and access to select proDeals.

CONDITIONS OF EMPLOYMENT

Must have access to a suitable workspace, home office, coworking space, or other area to conduct computer work as well as a good Wi-Fi connection and a quiet space to make and receive regular calls with clients, colleagues and others and conduct virtual meetings.

TO APPLY

Please complete the [Digital Marketing Specialist Application Google Form](#). You will be asked to submit a cover letter and résumé. Please direct all questions and inquiries to employment@goodadventure.com.

Adventures in Good Company provides equal opportunities to all applicants for employment without regard to race, color, religion, creed, sex, national origin, ancestry, age, status as an officer or enlisted members of the military forces, veteran status, disability, genetic information, sexual orientation, transgender status, or any other protected characteristic applicable under federal, state, and local laws.