

ADVENTURES

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Marketing Assistant

Northern CO; hybrid remote (remote considered)

Who You Are:

You're detail-oriented, creative, and find excitement in seeing results. You're a strong team player and are eager to kickstart your career in marketing. You're looking for an opportunity to contribute to the success of an established business and provide exceptional customer service. Your dedication and willingness to learn make you an ideal candidate for this position.

What You'll Do:

As a member of the marketing team, the Marketing Assistant works closely with the Marketing and Communications Director to support a wide range of marketing and communication initiatives across social media, email marketing, and the web.

- Support the marketing team with planning, implementing, and monitoring marketing campaigns that educate, entertain, and inspire our community of adventurers
- Assist with the production of marketing materials and collateral
- Write, edit, and quality-check content for different platforms such as social media, websites, and press releases
- Collaborate with the program team to communicate content ideas about trip offerings to effectively promote trips with accuracy and interest
- Collaborate with a range of partners, including but not limited to illustrators, writers, photographers, graphic designers, and videographers, to accomplish marketing objectives
- Organize and maintain marketing assets such as videos, photos, reviews, and copy
- Assist with research and reporting of market trends, customer behavior, and the competitive landscape
- Support community management by hosting conversations, generating community engagement, and growing brand loyalty within AGC-focused community spaces
- Support the team on phones, email and Livechat when appropriate to optimize the client experience and journey
- Travel on AGC trips as needed to support marketing efforts and acquire marketing assets

What You'll Offer:

- Bachelor's degree in marketing, business, or related field preferred
- 1+ years of experience in a marketing-related field
- Strong writing and editing skills with a keen eye for detail, preferably with a portfolio in the travel industry
- Excellent project management skills, with the ability to handle multiple projects simultaneously and meet deadlines when working remotely
- Travel and outdoor skills, knowledge, experience, and interest a plus
- Intermediate computer skills, ability to learn new technologies and troubleshoot technology issues
- A strong balance of creative and analytical skills
- Thrives in a fast-paced environment with excellent initiative and follow-through
- Working knowledge of marketing automation and CRM systems within HubSpot is a plus, but

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appropriate training will be provided upon starting in the role

- Design experience utilizing Adobe CS, Canva, and other tools to create and manipulate graphics to support communication efforts is a plus but not required

What We Offer:

This is a non-exempt/hourly position, is eligible for overtime, and can be full or part-time. The compensation is \$22-26/hour, DOE. The schedule varies by the supervisor, but is generally M-F, 8am-5pm MST, with minimal travel and some evening and weekend work required. Benefits include paid time off, sick leave, 14 paid holidays, medical, dental, and vision coverage, life insurance, a cell phone and internet stipend, and retirement plan; prorated benefits available for part-time employees.

Work Environment & Physical Demands:

This position is primarily in a clerical office setting. This role routinely uses standard office equipment, including, but not limited to, computers and telephones. The employee may occasionally be asked to travel for team meetings and/or training, as well as for marketing support on trips.

The above statements are not intended to encompass all functions and qualifications of the position. Rather, they are 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 description.