

Effective for: 2018

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	Head of Digital Marketing
POSITION TITLE:	Digital Marketing Manager	DIRECT REPORTS:	Digital Marketing Specialist (x2)
DEPARTMENT:	Marketing, North America	LOCATION:	Toronto, Canada

POSITION PURPOSE:

The Intrepid Group is a purpose-driven organization that is both the world's largest adventure travel company and travel B-corp. Headquartered in Melbourne, Australia, Intrepid Group, known best for their hero brand Intrepid Travel, has 30 offices worldwide including two North American offices in Toronto and New York City.

The North American Marketing team is a highly collaborative and dynamic team, that is part of the fastest growing region at Intrepid Group. We are seeking individuals who are highly motivated and high performers. With an open and flexible work environment, we measure success more so on impact and innovation rather than hours in a day. We aim to provide ample opportunity for internal growth and development, but also rely on our team members and managers to tell us how we can be better. All Intrepid Group employees in North America start with 5 weeks' vacation, fantastic benefits and one free trip every year.

The Intrepid Group is now looking for a **Digital Marketing Manager** who will be responsible for executing the North American digital marketing campaigns and driving the day-to-day performance of all paid digital media, including SEM, Paid Social and Display. With a focus on maximizing online inquiry, quality traffic growth, and revenue, this individual will be conversion-obsessed and endlessly curious. The successful candidate will demonstrate an ability to execute profitable online campaigns from conception to implementation, with detailed reporting and analytics. They will also have experience managing, leading and mentoring a team, as well as multiple agency partners.

QUALIFICATIONS AND EXPERIENCE

- 3+ years consumer digital marketing experience including management of key commercial seasonal events (Eg. Black Friday/Cyber Monday).
- 4+ years hands-on experience in managing paid media programs including paid search, digital and social media.
- Experience driving digital campaigns to budget and optimizing for performance.
- Experience in partnering with agencies in providing effective media support of marketing campaigns.
- Proven skill set in delivering digital CRM solutions - driving tactical and ROI customer focused campaigns.
- Understanding of UX and customer research.
- Experience managing and mentoring a team.
- Experience in data research and analysis and turning into actionable insights.
- Excellent reporting skills.
- Strong project management skills and ability to problem solve.
- Experience managing sizeable budget and delivering ROI.
- Knowledge of US marketplace ideal.

OTHER SKILLS AND ATTRIBUTES

- 'Can do' pragmatic attitude with a strong personal drive to achieve.
- Passionate about eCommerce, digital media, marketing and obsessive about driving results.
- Self-starter, with the ability to work effectively independently and as part of a team.
- Endlessly curious and highly analytical, with an extraordinary attention to detail.
- Brand & customer champion.
- An understanding of and belief in the Intrepid Group core values.
- Excellent communication skills to inspire customers, staff and to represent the brands.
- Strong organizational and project management skills to deliver multiple projects to deadline and budget.
- Ability to work under pressure.
- Knowledge of the Canadian and United States travel market and broad personal travel experience.

Annual Operational Accountabilities	Benchmark Measure
Growth in Canada and United States sales	<ul style="list-style-type: none">• Annual Revenue and Customer Growth.
Profitability	<ul style="list-style-type: none">• Optimizing online campaigns to drive strong ROI.• % marketing spend and discounts.
Digital Transformation	<ul style="list-style-type: none">• Inform strategy relating to significant improvements in audience reach, customer experience & commercial performance.• Act on own initiative to monitor, evaluate and report on competitors' products and digital marketing activity.
UX - Usability	<ul style="list-style-type: none">• Deliver improvements to the multiple digital touch points.• Demonstrate a deep understanding of the interactive process as it relates to information, architecture, interaction design, creative planning, and content management/strategy.
Insights and analysis	<ul style="list-style-type: none">• Providing booking data and trend analysis to inform marketing decision making.• Analyze market and identify key digital marketing opportunities.
Reporting	<ul style="list-style-type: none">• Proactively analyze and report on all digital marketing activities and initiatives, including weekly updates for department meetings and full monthly activity reports.• Statistical information to be 100% accurate and presented in a digestible form (with conclusions and action plans).
Customer Obsessed	<ul style="list-style-type: none">• Put the customer first in all digital marketing initiatives.• Pivotal role to ensure customer-centric company-wide approach.• Understand the intricacies of the North American market and the fundamental differences per province and state
Culture	<ul style="list-style-type: none">• Act as a role model for the company values.• Build a culture in the team and with any external agency input of exceeding KPIs.