



Effective for: February 2018

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	Digital Marketing Manager
POSITION TITLE:	Digital Marketing Specialist - Email	DIRECT REPORTS:	None
DEPARTMENT:	Marketing	LOCATION:	

POSITION PURPOSE:

The Intrepid Group (Intrepid Travel, Peregrine Adventures & Geckos Adventures) is looking for a Digital Marketing Specialist, with a focus on Email Marketing, to join our growing and fast-paced North American Marketing team. This role will work across all paid digital programs in North America, with a focus on executing and optimizing email programs. The successful candidate will think both analytically and creatively to segment our data and ensure that each stage of the customer lifecycle is well communicated and engaging for our customers. This person will help innovate our email marketing and implement messaging that delights, informs, engages, and drives sales. This role will also work across all our paid social and SEM campaigns, supporting our growth targets with new innovations, campaigns and ideas.

CORE RESPONSIBILITIES

- Manages the execution of promotional, lifecycle, and transactional email marketing programs to consumers
- Develop strategy around new email builds and automated email marketing programs
- Evaluate and communicate test results and make recommendations for further enhancements
- Understand and continually evaluate website analytics and customer data/behaviour to recommend future opportunities for messaging efforts
- Act as a support in planning and maintaining the digital marketing budget, discount budget & flash sales
- Support Digital Marketing Manager and digital agencies (SEM, social & affiliate) to optimize performance.
- Update and advise on paid social best practices and strategy as it applies to travel.
- Merchandise website & build required landing pages (cross team support)
- Responsible for monthly digital reporting

QUALIFICATIONS AND EXPERIENCE

- 2+ years' experience in digital marketing, with at least one year of email marketing experience
- Basic HTML experience required
- Experience using Salesforce Marketing Cloud an asset
- Some understanding of direct-response marketing, email best practices, metrics and associated KPIs
- Some understanding of SEM, affiliate marketing, SEO, social media & all associated KPIs
- Experience working with ESPs, preferably Exact Target
- Self-motivated and results oriented
- Excellent project management, problem solving and organizational skills.
- Proficiency in a web analytics tool, preferably Google Analytics
- Strong data management skills, interpretive ability
- Long term improvement focus, while maintaining flexibility in a rapidly changing work environment
- The ability to prioritize, self-manage, and seek help when necessary
- Excellent communication skills

APPLICANTS

Please send cover letter and resumes to Michael Sadowski, Head of Marketing & Communication, at

Michael.Sadowski@intrepidtravel.com