

Effective for: 2018

## JOB DESCRIPTION & ACCOUNTABILITIES

<b>NAME:</b>		<b>REPORTING TO:</b>	<b>Head of Marketing &amp; Communication</b>
<b>POSITION TITLE:</b>	<b>Senior Digital Marketing Manager</b>	<b>DIRECT REPORTS:</b>	<b>Digital Marketing Manager Email Marketing Specialist</b>
<b>DEPARTMENT:</b>	<b>Marketing, North America</b>	<b>LOCATION:</b>	<b>Toronto, Ontario, Canada</b>

### POSITION PURPOSE:

The Intrepid Group, the world's largest adventure travel company which includes a destination management company, a not-for-profit foundation, and five tour operator brands, including Intrepid Travel, is seeking a Senior Digital Marketing Manager to drive the strategy and performance of the Intrepid Group's North American digital marketing. The Senior Digital Marketing Manager will create and implement effective digital marketing programs for all Intrepid Group brands to maximize online inquiry, quality traffic growth and high sales performance in key North American markets. This person will be responsible for customer acquisition through the deployment and high performance of Intrepid Group's search engine marketing strategy. As an expert in paid social, they will be responsible for developing high performing and inspiring paid social media campaigns across multiple media channels and stay ahead of new platforms, ad formats and deliveries. All digital marketing activity should be focused on profitability and driving top line sales growth, through conceiving and implementing programs with a strong positive ROI.

### QUALIFICATIONS AND EXPERIENCE

- 5+ years consumer marketing experience.
- Extensive experience in digital marketing - driving inspirational digital campaigns to budget.
- Proven skill set in delivering digital CRM solutions - driving tactical and ROI customer focused campaigns.
- Experience managing and driving performance of multiple agency partners
- Expert in delivering high performing email marketing programs
- Highly creative and analytical communicator and strategist
- Proven ability to deliver high performing paid social media campaigns
- Ability to create and manage digital marketing strategies across multiple countries.
- Proven track record in integrating effective communication strategies online.
- Knowledge of the Canadian and United States travel market and broad personal travel experience.

### OTHER SKILLS AND ATTRIBUTES

- 'Can do' pragmatic attitude with a strong personal drive to achieve.
- Excellent people manager and a strong leader
- 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 skills to deliver multiple projects to deadline and budget and work under pressure.

Annual Operational Accountabilities	Benchmark Measure
Growth in Canada and United States sales	<ul style="list-style-type: none"> <li>Annual Revenue and Passenger Growth.</li> </ul>
Profitability	<ul style="list-style-type: none"> <li>Responsible for submitting annual digital marketing plan + close monitoring and control of budget throughout year.</li> <li>% marketing spend and discounts.</li> </ul>
Digital Transformation	<ul style="list-style-type: none"> <li>Drive the digital transformation of the brands.</li> <li>Devise &amp; deliver a strategy relating to significant improvements in audience reach, customer experience &amp; commercial performance.</li> <li>Grow existing databases to achieve annual growth KPI's by running internal and external campaigns</li> <li>Report on acquisition and ROI.</li> <li>Report on loyalty and ROI.</li> <li>Act on own initiative to monitor, evaluate and report on competitors' products and digital marketing activity.</li> </ul>
Search Engine Marketing	<ul style="list-style-type: none"> <li>Maximise all opportunities for acquisition and ROI.</li> <li>Build high performing SEM campaigns.</li> </ul>
Social Media Marketing	<ul style="list-style-type: none"> <li>Maximise all opportunities across all relevant social platforms</li> <li>Advise on best practices for dynamic content creation</li> <li>Build high performing paid social campaigns</li> </ul>
Digital Acquisition	<ul style="list-style-type: none"> <li>Responsible for all Intrepid Group brands digital acquisition marketing in North America. This includes SEM (see above), paid social, off-site SEO, display, mobile advertising, partnerships &amp; affiliates working.</li> <li>Measurements will include traffic growth, cost per booking, conversion rate, cost per visitor...</li> </ul>
UX - Usability	<ul style="list-style-type: none"> <li>Deliver improvements to the multiple digital touch points.</li> <li>Demonstrate a deep understanding of the interactive process as it relates to information, architecture, interaction design, creative planning, and content management/strategy.</li> </ul>
Digital Campaign Management	<ul style="list-style-type: none"> <li>Execute the North American marketing campaign calendar in all digital marketing channels.</li> <li>Achieve regional digital marketing KPI's for each campaign.</li> <li>Analyze campaign ROI, providing clear, accurate and timely analysis and recommendations.</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>Proactively analyze and report on all digital marketing activities and initiatives, including weekly updates for department meetings and full monthly activity reports.</li> <li>Statistical information to be 100% accurate and presented in a digestible form (with conclusions and action plans).</li> </ul>
Customer Obsessed	<ul style="list-style-type: none"> <li>Put the customer first in all digital marketing initiatives.</li> <li>Pivotal role to ensure customer-centric company-wide approach.</li> <li>Understand the intricacies of the North American market and the fundamental differences per province and state</li> </ul>
People & Offices	<ul style="list-style-type: none"> <li>Effective leadership and management of Digital Marketing team through regular catch-ups, performance reviews and development plans.</li> <li>Establish a strong, collaborative and high performing working relationship with the global digital marketing teams.</li> <li>Work hard to deliver a high performing and functional relationship with the Central Marketing Services and Central Digital team in the Melbourne head office.</li> </ul>
Culture	<ul style="list-style-type: none"> <li>Act as a role model for the company values.</li> <li>Build a culture in the team and with any external agency input of exceeding KPIs.</li> </ul>