

# Intrepid Group

Effective for: March 2019

## JOB DESCRIPTION & ACCOUNTABILITIES

<b>NAME:</b>		<b>REPORTING TO:</b>	<b>Head of Digital Marketing</b>
<b>POSITION TITLE:</b>	<b>Email Marketing Coordinator</b>	<b>DIRECT REPORTS:</b>	<b>N/A</b>
<b>DEPARTMENT:</b>	<b>Marketing</b>	<b>LOCATION:</b>	<b>Toronto, Canada</b>

### POSITION PURPOSE:

The Intrepid Group is a purpose-driven organization that is both the world's largest adventure travel company and travel B-Corp. The North American marketing team is a highly collaborative and dynamic team, that is part of the fastest growing region in the Intrepid Group globally. 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. We aim to provide ample opportunity for growth and development and rely on our team members to tell us how we can be better. All Intrepid Group employees in North America start with 4 weeks' vacation, 5 education days, fantastic benefits and 1 free trip every year.

The Intrepid Group (Intrepid Travel & Peregrine Adventures) is now looking for an **Email Marketing Coordinator** to join our North American Marketing team. This role is responsible for the key day-to-day execution of our email marketing strategy, focusing primarily on email deployment and measuring email performance. The successful candidate will be a quick learner who can demonstrate an ability to think both analytically and creatively. While marketing experience is an asset, we are really looking for someone with a strong work ethic, positive attitude and a desire to grow and learn within Intrepid Group.

### CORE RESPONSIBILITIES

- Build, test, schedule and deploy email campaigns in Salesforce Marketing Cloud
- Upload and welcome new leads from partnerships and lead generation activity to the email database
- Partner with marketing on customer acquisition campaigns to deliver a personalized customer journey
- Partner with Head of Digital Marketing to evaluate and improve automated Email Journeys
- Proactively manage IP reputation and deliverability by using best practice sending behaviours and complying with global email send rules
- Develop A/B test programs in order to improve future email campaigns
- Monitor & track performance by helping to establish standard weekly/monthly/quarterly performance reports and evaluate/communicate the results
- Understand and continually evaluate website analytics and customer data/behaviour to ensure they are achieving KPI targets and to recommend future opportunities for messaging efforts

### QUALIFICATIONS AND EXPERIENCE

- Analytical thinking, drive and determination will be among the most important skills
- Strong interest and a base understanding of email & digital marketing
- Self-motivated and results oriented
- Excellent project management, problem solving and organizational skills.
- Basic understanding of web analytics, 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
- Passion/interest in travel

### APPLICANTS

Please send resumes to Tanja Zelko, Head of Digital Marketing, at [tanja.zelko@intrepidtravel.com](mailto:tanja.zelko@intrepidtravel.com)