

# ENTRÉE DESTINATIONS

Entrée Destinations is a provider of **luxury travel services** delivering customized journeys throughout Canada and Alaska. We dream big and travel bigger. We believe in not only giving our guests what they ask for, but giving them what they never dreamed possible. Using our handpicked collection of luxury hotels, wilderness lodges, resorts, outfitters, transportation and activity companies we stretch our imaginations to create the unimaginable journeys for our guests. Our Purpose means something to us, and our focus '*Touch the Guest*' is behind everything we do.

**Position:** Marketing Coordinator  
**Location:** Vancouver office, located in Gastown.

## **Job Description:**

Reporting to the Director of Marketing & Communications, this position will be responsible for the creation of email marketing campaigns, the management of digital assets, assisting with the launch of new travel experiences, and acting as the voice of Entrée Destinations through the writing of various web and sales copy. This role is highly collaborative between the Marketing Coordinator and the Director of Marketing & Communications, offering the incumbent an opportunity to build and grow Entrée's marketing department through new ideas and a variety of mediums. The successful candidate will be creative, with strong writing skills and an interest in travel.

## **Responsibilities will include:**

### **Digital Marketing**

- Assist with the segmentation of our email lists
- Create targeted email campaigns, assessing and monitoring clicks, open rates etc
- Assist with social media management and content creation
- Assist with optimizing web copy, providing necessary updates

### **Branding & Media**

- Organize and develop digital assets on shared drive
- Facilitate the sharing of digital assets with travel agents and media contacts, as necessary
- Support the rebranding & creation of updated Dining and Leisure sheets

### **Product Launches & Maintenance**

- Support the Director of Marketing & Communications in micro-marketing campaigns, including but not limited to: Email marketing, social media marketing campaigns, internal and external communications
- Liaise with our Product department to launch all experiences on the web
- Write and create SEO-rich day-by-day experiences for itineraries and website
- Procure high-res photos for pdf and website
- Basic design work using Photoshop Elements
- Update travel experiences on website as needed
- Ensure all travel experiences are shared with our consortia travel partners
- Maintain web profiles on consortia sites



### Communications

- Assist in the creation of the internal staff newsletter
- Support additional internal and external communication efforts as required by the Director

### Skills & Qualifications Required:

- Relevant education (Certificate/Diploma/Degree) from a recognized post-secondary institution
- 1-2 years in a marketing position preferred
- Creativity is a must, with strong creative writing skills
- Strong knowledge of Facebook, Instagram and Hootsuite
- Experience in creating, developing, and maintaining a brand voice for internal and external communications
- Self-starter, keen to take initiative and eager to learn
- Experience with Wordpress, Adobe Elements and Hubspot is considered an asset

### What We Offer

- An opportunity to join a growing internationally acclaimed luxury travel company with 25 years of success
- A purpose-led organization, treating each other with the same level of integrity and care as our guests
- Two week's vacation
- Paid time off (wellness days)
- Health and Dental Benefits employer/employee cost share
- Pension plan matching program
- A gorgeous Gastown office with a roof top deck and views of Coal Harbour and the North Shore Mountains. Close to Sky-train, West Coast express and loads of shopping and restaurants.
- A commitment to company culture. We have an employee-led social team, responsible for office snacks and office social events including birthday celebrations, summer BBQ's on the deck, curling, snow-shoeing, on-site massage, pizza lunches and whatever else we dream up.

In case you haven't noticed, our purpose matters to us, governing how we do our jobs. From the Accounting Coordinators to the Sales Managers, each and every one of us drinks the champagne (it's so much better than Kool-Aid!) and hope that you would too.

If you are an enthusiastic & committed individual, looking for a challenging position in a fun & dynamic environment then please forward your resume, cover letter and a sample of your writing to: [careers@entreedestinations.com](mailto:careers@entreedestinations.com).

We regret that due to the high volume of applicants, only those candidates selected for interviews will be contacted.