



## MODERN ADVENTURE

### **Manager, Marketing**

Portland, Oregon

#### **Who We Are**

Modern Adventure handcrafts extraordinary journeys with extraordinary people, to produce magical moments and lasting bonds. We partner with tastemakers across many disciplines and with mission-driven companies who are doing remarkable things. It's our job to create extraordinary travel experiences that bring our partners' points of view, and why they exist, to life.

As a certified B Corp, we believe in making a difference in people's lives. We have the privilege of working with some of the world's most inspired and inspiring brands and we are fiercely committed to delivering exceptional experiences on all seven continents.

We're also a start-up. That means we're small, nimble, and about finding the right fit for our team. We want to build a company that dares to do big things and dreams of making a difference in the world. So do you.

#### **Who You Are**

You are a passion-driven marketer who's ready to jump into a small team and make an impact. You're a self-starter who shapes and enhances our brand awareness through online channels. You know how to build strong communities. For you, driving profitable traffic to a website is second nature. You know customer engagement and revenue growth is the name of the game.

This is a job for a multi-disciplinary talent: designing and executing email marketing campaigns and brainstorming our remarketing strategies; growing and engaging our audiences; nurturing our most loyal customer segments; and supporting all of our marketing efforts across our owned and partner channels.

#### **What You'll Do**

You wake up every day thinking about strategies and programs to activate, engage, retain, and increase our audience and customer base.

- Marketing
  - You develop high-impact marketing plans to support our products, our brand, and our partners
  - You execute campaigns that leverage earned, paid, and partner channels to boost conversion, capture new users and grow existing audiences

- You run all of our social media accounts, collaborating with our content marketing and design teams to deliver brand-right, engaging campaigns that build our social audiences and drive social engagement
- CRM
  - You define the strategy and execution of our CRM program
  - You develop cross-channel customer journey flows
  - You create, edit and launch regular sends and rules-based messaging streams
  - You develop and monitor testing scenarios and regularly surface analytics and insights to the business
- PR
  - You support our PR team as needed, assisting in the creation of press releases and pitches to local, regional, national, and industry media
- Leadership
  - You have the ability to hire, train, promote and manage the best and brightest and create an environment where people thrive

### **What You'll Bring**

- At least 4 years of experience in a digital marketing role
- Experience managing email and CRM to drive consumer acquisition and revenue in an e-commerce environment
- Self-starter, great communicator, creative, collaborative, results focused
- Smart, creative, collaborative, results-focused, and technically curious
- Ability to successfully manage multiple projects simultaneously, handle a fast-paced work environment, deadlines, new challenges, and changing priorities/objectives
- Travel experience a big plus

### **What We'll Give You**

- An opportunity to work with travel-industry veterans to build something beautiful, and make a difference
- Guidance, support, inspiration to take your career to the next level
- Money
- A competitive compensation package that includes awesome health benefits, paid holidays and vacation, exceptional travel opportunities
- A great place to work

**To apply:** Send us your resume and a brief cover letter at [careers@modernadventure.com](mailto:careers@modernadventure.com)