



Marketing Coordinator

Job location: Santa Barbara, CA

About Our Company

The Santa Barbara Adventure Company is the premier adventure travel outfitter on the central coast. We operate three companies under one roof; the Santa Barbara Adventure Company, the Channel Islands Adventure Company and Santa Barbara Wine Country Tours. Our operations include local kayaking trips, surf lessons, wine country tours, mountain biking, rock climbing and team building programs. We are also the sole Channel Islands National Park concessionaire for guided kayak tours on Santa Cruz Island. Our office is located in downtown Santa Barbara, one block from State Street and less than a mile from the pier. We have an office staff of 10 and a guiding staff of 60+.

About the Position

The marketing coordinator is an integral part of the development and execution of our marketing plans to reach targets from brand awareness to product promotion. The marketing coordinator uses consumer behavior trends to generate creative ideas that will build effective marketing programs to help facilitate recognition and growth.

Responsibilities

Marketing Planning and Management

- Develop and maintain a comprehensive strategic marketing plan.
- Assist with PR outreach and campaigns.
- Evaluate new technology as a means for marketing and outreach.
- Attend information meetings within the tourism space as requested.
- Brainstorm and develop ideas for creative ongoing marketing campaigns.
- Liaise with external vendors for promotional events and campaigns.
- Maintain a social media presence for company brands using Buffer, by posting directly and as needed.
- Provide marketing assets as needed to Visit Santa Barbara, Visit Ventura and other advertising vendors.
- Build and maintain email marketing campaigns on MailChimp.
- Maintain photo gallery for marketing use.
- Post monthly to company blogs with either fresh content or by refreshing existing content.
- Analyze and evaluate customer survey data to identify areas for improvement in messaging and marketing.
- Hotel marketing projects including email campaigns.
- Occasional attendance at trade shows or other travel events.

Supervisory Duties

- Supervise administrative office staff in helping with marketing projects.
- Orient and train reservations and guide employees in promotional campaigns

Related Duties

- Report to the Marketing Manager on performance of marketing campaigns
- Coordinate design of and maintain website, social media and print copy and assets with oversight.
- Update website and blog using WordPress, write, update and post blog articles
- Perform other related duties as required

Knowledge:

- Knowledge and interest in the Santa Barbara and Santa Ynez areas, including waterfront, State Parks and the Channel Islands National Park.
- At least 2 years of marketing project management experience
- Able to handle multiple projects simultaneously
- Experience with tourism industry is a plus
- Familiarity with WordPress, Mailchimp, Facebook, Instagram, Twitter and other media platforms

Skills

The incumbent must demonstrate the following skills:

- excellent interpersonal skills
- analytical, decision making and problem-solving skills
- effective verbal and listening communications skills
- attention to detail and high level of accuracy
- very effective organizational skills
- effective written communications skills
- Outlook, Word, Excel, at a highly proficient level
- time and stress management skills
- be flexible, respectful, honest and trustworthy

Working Conditions

Physical Demands

Marketing Coordinator will spend long hours sitting and using office equipment and computers, which can cause muscle strain. The incumbent will also have to do some lifting of supplies and materials from time to time.

Environmental Conditions

The incumbent is located in a busy, open area office. The incumbent is faced with constant interruptions and must meet with others on a regular basis.

Sensory Demands

The incumbent must spend long hours in intense concentration. The incumbent must also spend long hours on the computer entering information which requires attention to detail and high levels of accuracy.

Mental Demands

There are a number of deadlines associated with this position, which may cause significant stress. The incumbent must also deal with a wide variety of people on various issues.

The above statements are intended to describe the general nature and level of work being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.

Compensation

DOE

We offer generous tour benefits, and a fun & casual work environment. Healthcare stipend, paid time off, 401k, and paid holidays are available for full-time employees.