



MARKETING MANAGER

VACAYA LGBT+ Vacations is searching for a seasoned Marketing Manager to lead marketing strategy, communications, and marketing event management. This role will report to the Co-Founder and CMO.

GOALS

Priority #1: Drive sales through marketing strategy and actions

Build brand awareness

Set key performance indicators (KPIs) for marketing campaigns and measure results to drive future campaign optimization

MARKETING RESPONSIBILITIES

- Develop the Marketing and Social strategy
- Develop the Marketing budget to accomplish the strategy
- Develop the marketing communications, promotion, and social media tactics
- Lead joint initiatives across departments at VACAYA to fulfil the marketing strategy
- Assist in the scheduling and management of marketing resources – web developer, graphic agency, social media lead, videographer, and photographer.
- Manage self-serve media buying platforms (Facebook, Google, Retargeting, TikTok, email)
- Develop, launch, and manage VACAYA's Affiliate Marketing program
- Manage VACAYA's cabins for causes donation program
- Stay up on new technology and evaluate and recommend new platforms for VACAYA
- Define an asset management system including imagery, video, and graphics and work with marketing resources to migrate to new system
- Assist with direct media buying when needed
- Assist with barter marketing deals
- Assist with sponsorship deals
- Assist with PR initiatives
- Assist with media invoice processing
- Assist with proofing marketing communications
- Assist with marketing data analysis
- Assist with conversion tracking in collaboration with web developer
- Assist with the development and analysis of the guest satisfaction surveys
- Assist with Special Projects

MARKETING EVENTS RESPONSIBILITIES

- Work hand in hand with the CMO to pinpoint, register for, and organize the marketing events schedule
- Recruit VACAYA volunteers and at times paid personnel to staff marketing events
- Attend marketing events and manage volunteers and paid personnel to execute marketing events
- Maintain marketing events merchandising materials. Reorder as necessary
- Outreach to travel agents and encourage them to host events
- Ship event merchandising kits to travel agents to support their events
- Train travel agents on the proper use of the event merchandising kit
- Coordinate return shipping of marketing event merchandising kits along with the completed sweepstakes forms
- Transcribe the completed sweepstakes forms and deliver contact lists to CMO and to the travel agents
- Develop new processes that optimize marketing event processes of our team and travel agents
- Keep the V Staff updated on the marketing events schedule

QUALIFICATIONS

- Proven marketing and social media experience
- Experience and knowledge of Marketing and social media technologies and platforms
- Ability to communicate with and influence all at all levels of the organization and externally
- Proven ability to learn and then articulate the distinct aspects of products and services
- Proven ability to position products against competitors
- Excellent listening, negotiation, and presentation skills
- Excellent verbal and written communication, and proofreading skills
- Team player with strong accountability combined with a collaborative spirit
- Updates job knowledge by participating in educational opportunities & reading professional publications
- 3+ years working for a lifestyle, consumer, travel, or luxury brand a plus
- Able to pass a background check and drug screening

This is a full-time role, work from home position. Equipment to accomplish the task will be provided. At times, the position will require travel (some over weekends) to execute the marketing events. This role does not travel on our ships or to our resorts on a frequent basis. Prescribed expenses are either covered or reimbursed. The position will report directly to the CMO but be accountable to the CEO as well. VACAYA is an equal opportunity employer.