

## MARKETING & SALES JOB DESCRIPTION

Are you passionate about adventure, fitness, and fostering meaningful connections? Join our dynamic team as the Marketing & Sales Coordinator at Take Shape Adventures. We are a thriving adventure and hiking company dedicated to helping people get out, stay fit, and forge lasting friendships. Our mission is to ignite passion, promote wellness, and create unforgettable experiences in the great outdoors.

### Role Description:

As the Marketing & Sales Coordinator, you will be at the forefront of promoting our brand and driving engagement. Your primary focus will be on utilising various marketing channels including Email Campaigns, Facebook Marketing and Ads, LinkedIn, and other media to attract and convert potential customers into successful bookings. Additionally, you will play a pivotal role in retaining existing customers, cultivating a strong membership base, and enhancing the overall member experience.

### Take Shape Adventures

We have been operating for over nine years and require an expert to help us with our marketing and sales so we can grow to the next level. You will love the outdoors too, with the possibility of a dual role in the office and in the field. You need to be strategic and analytical, but always ready to adapt and be willing to take marketing risks to drive the business forward.

### Key Responsibilities:

- **Develop and execute marketing and sales strategies to increase sales.**
- **Create and manage Facebook ads that drive engagement, create leads and convert.**
- **Manage and improve email campaigns.**
- Improve TSA's LinkedIn page.
- Build and maintain relationships with customers, partners, and stakeholders to drive growth.
- Implement retention strategies to ensure customer satisfaction and loyalty.
- Monitor and analyze marketing metrics to optimize campaigns and strategies.
- Improve awareness and engagement throughout the customer journey.
- Ensure a focus on sales, whilst ensuring clients have an optimum experience.
- Measure and track ROI
- Suggest and implement strategies to promote growth of our social media and marketing

### As a team we aim to:

- Encourage more people to experience, benefit from, and gain an appreciation for the outdoors.
- Create experiences and adventures that change lives.
- Increase our membership, find out what people want, and keep them engaged.
- Continually develop business automated processes and systems.
- Be a widely recognised authority in hiking, adventure, living big and wellness.
- Create a sustainable and scalable business, nurturing opportunities and fostering a positive and revered company for staff and stakeholders.

### You will have:

- Proven current experience in marketing, sales, and social media
- Proven high level skills and experience in Facebook ads
- Strong communication, interpersonal, and organizational skills.
- Creative mindset with the ability to develop engaging content.
- Excellent knowledge of social media platforms, email marketing, and digital advertising.

- Ability to work independently and collaboratively in a dynamic environment.
- Passion for outdoor activities, wellness, and community building.
- Demonstrated knowledge or experience in small business
- Excellent skills/ knowledge of automated sales funnels
- Proven computer skills and software knowledge.

**You love:**

- The outdoors
- Working within a growing small business team
- The autonomy to create an excellent marketing and sales system.
- Building a positive community, and helping people improve their physical and mental wellbeing.

**Daily Tasks:**

- Creating sales copy for events and sales funnels and implement marketing campaigns
- Continue to develop our brand
- Increase secondary spending. ie: merchandise, travel insurance, books, courses
- Increase corporate and private events

**Desired Qualifications, Skills and Experience:**

- Post-Secondary degree in a related discipline.
- Strong experience in the travel industry, marketing and sales experience.
- Strong relationship management, negotiation, and communication skills.
- Integrity, enthusiasm, dedication, including a true affinity for the product and the sector.
- Proven ability to integrate and maximize stakeholder relationships.
- Proven ability to manage multiple projects with a high degree of effectiveness.
- Proven fitness and hiking ability.
- Victorian Drivers Licence

**Benefits:**

- Competitive salary.
- Opportunity for professional growth and development.
- Access to outdoor adventures and wellness programs
- Joining a dynamic team passionate about making a difference.

If you're ready to combine your love for marketing, sales, and adventure, and play a vital role in a thriving community-focused company, we want to hear from you! Apply now and be part of our mission to inspire people to live life to the fullest.