

**ADVENTURE
DESTINATIONS**

SASKATCHEWAN, CANADA
TREATY 6 TERRITORY



Marketing and Communications Coordinator

Apply by Friday, November 4, 2022

Submit cover letter and resume to careers@adventuredestinations.ca

About Us

Adventure Destinations (ADI) is owned by PIC Investment Group Inc. and is comprised of a year-round resort (Thompson's Resort) and convenience store (Churchill River Trading Post) in Missinipe, Sask; a traditional fly-in fishing lodge (Twin Falls Lodge); several do it yourself remote fly-in outposts (Canadian Fishing Outpost Camps); guided bear and moose outfitting (ADI Hunts); and several fly-in, day use lakes. ADI is an exciting time of growth, expanding the experiences we offer through new initiatives and partnership development. We offer a range of unique northern Saskatchewan experiences for our guests from around the world. ADI values providing the best experience possible and taking care of our guests, our team, our community, our assets, our brand, our environment, our business, and ourselves.

We are a small, dedicated, positive, and hard-working team. We cultivate a supportive and healthy culture to empower our people to develop and thrive. This is a full-time position located in our Saskatoon office with occasional, multi-day work travel requirements. We are in search of someone whose character, values, and work ethic fits with our team and company culture.

About You

ADI is on the search for a well-rounded, adaptable, and experienced marketing and communications specialist to join our team. You will plan and lead our marketing strategy and be responsible for representing and caring for our brand. You have experience developing and creating marketing strategies and leading campaigns that achieve goals.

You have a wide-ranging skillset. You like collaborating with a small team. You don't mind "and other duties as assigned". You are a curious problem-solver who takes initiative to find the best solution. You are a leader and take ownership of your role. You are organized, detail-oriented, persistent yet flexible. You seek a job that makes you love coming to work.

Responsibilities

- Develop, plan, and execute marketing and communications strategies
 - Continue customer segmentation process
 - Develop and lead target market campaigns
 - Write grants, newsletters, handbooks, procedure manuals, etc
 - Develop brochures, trade show materials, posters, merchandise and/or manage external service providers
 - Design and implement social media strategy
 - Develop creative content resulting in engagement
 - Manage social media inquiries, direct appropriately, ensure follow up
 - Build and retain strong customer engagement and relationships
 - Update and maintain website
 - Budget control
 - Evaluate and recommend donation and sponsorship requests
 - Supervise student work placements
 - Other duties as assigned
-

Qualifications, Skills, and Experience

- Degree in Marketing, Communications, Public Relations or related field in combination with five years' relevant work experience or equivalent work/experience combination
- Desktop publishing programs and graphic design software
- Developing and leading marketing campaigns across a variety of channels
- Identifying customer segments and target markets
- Analysis of customer behavior, insights, trends, metrics, and results of marketing initiatives
- Photography, video, editing
- Strong project management, multitasking, and decision-making skills

- Capacity to learn new programs, software, systems, products
 - Creative, versatile, analytical, entrepreneurial
 - Exceptional communication, interpersonal, customer service skills
 - Strategic and critical thinker
-

What We Offer

- Opportunity to join the PIC Group of companies
 - Paid professional development opportunities
 - Competitive salary
 - Collaborative and supportive team environment
 - Medical and dental benefits
 - Matching pension plan contribution
 - Paid travel to beautiful northern Saskatchewan
 - Family discounts at our northern properties
 - Health and wellness workplace initiatives
 - Clothing allowance
 - Company events and team building activities
 - Beautiful office setting in downtown Saskatoon with free of charge parking spot
 - Opportunity for advancement
-