



Digital Paid Media Specialist

Posted by: Intrepid Travel

Posting date: 08-Apr-2023 **Closing date:** 04-Aug-2023

Education: Bachelor's (Preferred)

Language: English (Required)

Job location:

Salary: \$\$50,000.00-\$60,000.00

Years of Experience: 1 year

Vacancy: 2

Job Type: Full Time

Job id: CAJ2521029

Expired

Job description:

As the largest travel B Corp globally Intrepid creates positive change through the joy of travel by offering sustainable, experience-rich travel and providing the best travel experiences ever, for both the people and the planet

Travel to us is a force for good and we want to be the best travel company not just in the world, but for the world. So, let's change the way we all see the world, together as now more than ever, the world needs Intrepid people.

Support in driving our paid digital strategy forward!

As a Digital Paid Media Specialist with Intrepid, you will partner with our Director of Digital Paid Media to drive our paid digital strategy to maximize online inquiry, increase quality traffic, and profitable revenue growth. This incredibly varied role will have work across a range of key initiatives in our business but your key priorities involve supporting and executing Intrepid's global paid media strategy, developing & supporting paid digital media test plans across Search, Programmatic and Social, managing social ads for the Organic Social team on Meta and TikTok and write paid search ad copy as needed.

You will explore various media channels and media formats to inspire and drive high engagement based on audience and campaign objectives, always working collaboratively with the wider business to ensure that business goals are understood by the digital agency and creative teams. In this role, you will also collaborate with Director to manage our paid digital media tech stack to advance performance.

The Digital Paid Media Specialist will execute key priorities including:

- Support in executing the global paid media strategy
- Help develop & contribute to paid digital media test plans
- Set-up, monitor and report on paid social ads for Organic Social team on Meta and TikTok. Review regional marketing social media ad buys and test set-up before launch
- Write paid search ad copy as needed and review digital agency strategy for Programmatic media buys to ensure for optimal placement and audience targeting
- Research the paid digital and competitive landscapes and share insights and ideas
- Support the team with ongoing tracking, reporting and sharing of insights

This is a full-time position that operates on a hybrid basis out of our office in Toronto however, we are also open to remote candidates within Canada providing you have experience working remotely.

A love of travel is a must-have, with it you'll bring experience in some of the following:

- 2+ years of professional digital paid media experience
- Bachelor's degree preferably focused on digital marketing or a related field
- Experience in Demand Side Platforms, Google Ads, Meta, and YouTube
- Experience in Google Analytics or comparable analytics platform
- Strong testing capabilities for campaigns prior to launch, including proofing written and visual creative

You will have strong multitasking skills and the ability to manage multiple campaigns, accounts, and voices, you'll be known for your customer-centric approach and have a passion for what you do! But most importantly, you will share Intrepid's core values of integrity, innovation, fun, passion, growth, and responsibility.

What it's like to work for Intrepid:

Our team reflects the diversity of our customers and the communities we visit, our people are comprised of 58 nationalities in 46 countries and Intrepid recognizes that diversity makes us a stronger business. With a commitment to breaking down barriers, we support a culture where people can be themselves. We encourage applications from people of all backgrounds, including First Nation People, LGBTQI+ people, people living with a disability, people from previously disadvantaged backgrounds, and people from different ethnicities, races, and religions.

Some of our benefits include:

- Flexible work options, including work from home or work from anywhere for 4 weeks a year! We'll work with you to ensure you keep your work-life balance
- Experience Intrepid yourself with an extra week of leave and a free trip every year! Plus further travel discounts for you, your family, and close friends!
- E-learning, professional development, with diverse global career opportunities
- Employee Assistance Program, a 24/7 service that offers counseling for you and your family
- 20 hours of volunteer leave, to make a difference towards causes that are important to you!

If you exist to inspire, create, share, and lead in what you do, then Intrepid Travel wants to hear from you, we will be shortlisting and meeting with candidates as they apply, and may close advertising early if the right person is identified.

Job Type: Full-time

Salary: \$50,000.00-\$60,000.00 per year

Benefits:

- Dental care
- Employee assistance program
- Flexible schedule
- Paid time off

Schedule:

- 8 hour shift
- Monday to Friday

Work Location: Hybrid remote in Toronto, ON M5T 2C7

Posted on canadianjobportal.com