

Marketing Specialist

Criterion Travel is a boutique tour operator serving the U.S. affinity travel market. Clients include elite university alumni associations, museums, and other membership organizations that offer travel to members as a benefit of membership.

The Marketing Specialist will work closely with external designers, direct marketing suppliers, client organization staff, and internal staff across several departments to produce high-quality print and digital marketing materials. The position will require managing multiple projects simultaneously, from beginning to end, often with little to no oversight. Independent judgment is required in dealing with day-to-day problems and establishing priorities. Strong, clear communication skills are a must. Some knowledge of global destinations is preferred, but not required. Some digital marketing, copy editing, and copywriting skills and experience are a must.

Some general tasks that are performed in the marketing department include:

- Producing high-quality print and digital brochures for direct marketing
- Copywriting/copy editing website, brochure, and catalog content
- Helping to create a production calendar and adhering to deadlines
- Helping to maintain the company website
- Contributing to social media presence
- Helping to manage email promotion (Mailchimp)

Specific tasks and responsibilities include, but are not limited to:

- Driving the brochure production process from content generation to digital and/or post office delivery
- Working with external designers on brochure design/layout
- Proofing brochure designs with CT staff and client organizations via email
- Reviewing print proofs
- Ensuring the accuracy of all print and electronic marketing materials
- Collaborating with CT staff to generate trip-specific content, including itinerary and promotional copy
- Destination photo research and selection
- Managing work with project management software
- Updating various lists and trackers using Excel and Microsoft Teams
- Working closely with Marketing Director to create proper division of duties, workload, etc.

Desired knowledge and skills include:

- Strong writing skills with excellent grammar and spelling, suitable for corresponding with Ivy-League client organization staff
- Ability to handle a large workload while juggling a changing list of priorities
- Good interpersonal skills and public relations finesse, with ability to evaluate situations quickly and respond appropriately on the telephone, in correspondence, and in person (tact, patience, and maturity are essential qualities)

- General knowledge of the travel industry and various destinations, or desire/willingness to learn
- Experience in production of multi-page PRINT marketing materials; design/layout skills a plus
- Proactive and creative problem solving to handle widely varying snags in the production pipeline
- Ability to edit web/html files
- Meticulous attention to detail and accuracy
- Self-starter who takes initiative and ownership of job responsibilities, with ability to work independently and meet deadlines under pressure with minimal instructions
- Energetic, upbeat, and able to thrive in a collaborative team environment
- Proficient in Microsoft Office; especially high comfort level in Excel and Teams
- International travel experience and/or interest in global locations, world cultures, geography/history

To inquire please contact Andy Ridgway: andy@criteriontravel.com