

Digital Marketing Specialist



Company: Flytrippers



Industry: Travel content



Position: Full-time long-term contract



Location: Fully remote forever



Schedule: Flexible



Languages: English

About Us

Flytrippers is not just another employer. We are a dream come true for avid travelers and digital nomads—a fully remote company that understands that every wanderer doesn't want to be tied down to one spot. If you wish to, you can use the flexibility to travel more.

Our mission? To help travelers travel for less. We aim to become THE travel reference for Canadians and Americans with our 3 main types of content:

- Flight deals (great prices we spot)
- Travel rewards (points, miles, and credit cards)
- General travel content (tips/inspiration/news/etc.)

We are already one of Canada's most-read travel websites, with over a million page views per month. Our current team of 5 will double with this hiring round to help us help more travelers, but we want to remain a fun and friendly team of travel enthusiasts!

Role

We're on the lookout for a data-driven marketing specialist who can help us grow the business even more.

Responsibilities

- Manage email marketing with Active Campaign, including automations for our 100k+ subscriber list.
- Grow the mailing list with lead magnets and other initiatives.
- Create and optimize landing pages for better conversion rates.
- Audit past campaigns to identify effective strategies and areas for improvement.
- Help optimize our tracking systems for calculating user lifetime value.
- Enhance copywriting and track campaign and website performance.
- Execute paid and organic social media strategies.
- Create and manage profitable ad campaigns on Meta & Google.
- Develop and track content funnels for effectiveness.

What We Offer

- **Compensation:** Ranging from US\$20-\$40 per hour, depending on experience.
- **Fully-remote career:** Work from wherever you want, forever.
- **Flexibility:** Choose when during the week you want to work, just let us know the week before.
- **Hours:** This is a full-time position, from 30 to 40 hours per week as you choose.
- **Contract period:** 3-month trial period, then this is a permanent need.
- **Future benefits:** In the coming months, we are considering possibly moving to a traditional salaried model for those who prefer it.
- **Growth opportunities:** There's room for you to grow with us as we expand, your journey with Flytrippers could be just the start!

What Sets You Apart

- **Data-driven marketer:** You're proficient in tracking and analyzing marketing results.
- **Travel enthusiast:** Your passion for travel is more than a hobby; it's an integral part of who you are.
- **Curious & quick learner:** You don't just stick to what you know. You're eager to learn everything that's new with online marketing.

If you're passionate about travel, an expert at growing traffic and revenue, and have a knack for all things related to online marketing, then join us. Let's help millions of travelers together!

Applying

To apply, please reply with the following before Sunday November 12th, 2023 at 11:59 PM (Eastern time):

1. Attach a cover letter (max. 1 page) or short video (max. 5 minutes) explaining why this is a great job for you and how you plan to execute it.
2. Attach your resume.
3. Send everything to team@flytrippers.com.