



Head of Marketing

San Francisco, CA or Remote

Who We Are

[Geographic Expeditions \(GeoEx\)](#) handcrafts cultural tours, treks, safaris, and journeys by ship and train to the world's most astonishing places. We have been a pioneer of travel to remote and challenging destinations since 1982, responsibly opening doors to surprise and delight our guests while respecting and celebrating local communities and environments.

We've been honored to be chosen as one of *Outside* magazine's **Best Places to Work** for 10 years running, in part due to a work environment firmly based on performance, respect, and creative fun. We are proud to be a San Francisco and California Certified Green Business, based at the [Tides Converge](#) building in San Francisco's beautiful Presidio park.

We are a diverse family of like-minded adventure travel aficionados dedicated to delivering thoughtful, authentic, and life-enriching experiences across the globe. We are equally passionate about finding the right fit for our team and our travelers.

What You'll Do

- Lead the creation and execution of relevant integrated marketing strategies that improve demand generation, brand recognition, sales, and client retention
- Engage with all key stakeholders in developing and presenting GeoEx client value propositions in each of our key market segments
- Develop compelling marketing material for our cutting-edge product
- Design, execute, and own all demand generation efforts to support company revenue targets
- Direct all marketing resources to ensure the company exceeds the annual revenue plan
- Manage all aspects of branding, including identity, voice, presence, placement and communications
- Establish and implement an effective PR strategy including press, influencers, and events
- Provide direction, guidance, and leadership to a growing marketing team
- Be a part of a highly collaborative senior leadership team that shapes and guides the company direction. Report directly to the CEO



GEOGRAPHIC EXPEDITIONS

To the Ends of the Earth

What You'll Bring

- Track record of building and leading successful, metrics-driven, and results-oriented marketing teams
- Experience carrying out marketing efforts, including planning, prioritizing, and implementing strategy within approved budget
- Deep digital marketing expertise, including SEO, paid search, organic and paid social, email marketing, and content marketing
- Strong command of web strategy and UX
- Comfort experimenting quickly with imperfect information
- Ability to source and analyze relevant data to make informed strategic decisions
- Excellent systems skills. Able to efficiently guide marketing-related systems strategy
- Proficiency in Salesforce, Google Analytics, Facebook/Meta Business Suite, and Mailchimp a plus
- Desire to innovate, create new concepts and approaches. Ability to leverage available resources in the best manner, build new partnerships. Out-of-the-box thinking
- Comfort sharing and taking ideas from others, sharing results, admitting mistakes
- Broad geographic knowledge and travel experience
- Experience in and a passion for the luxury travel / hospitality industry is preferred but not required

What You'll Receive

- Knowledgeable, inspiring, dedicated, and supportive teammates
- Competitive compensation and health benefits
- Generous paid time off, including holiday, vacation, and sick time
- International travel opportunities
- A fast-paced learning environment
- Fun team events planned by our in-house Culture Committee
- Access to an office space in the Presidio with a view of the Golden Gate Bridge
- Remote work if desired, anywhere in the United States

TO APPLY:

Send a cover letter and resume to careers@geoex.com and include "Head of Marketing" in the subject line.