



Director of Marketing

Remote

COMPANY CULTURE

Who We Are

[Geographic Expeditions \(GeoEx\)](#) handcrafts luxury 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 11 years running, in part due to a work environment firmly based on performance, respect, and creative fun.

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

- Oversee development and execution of marketing initiatives to achieve business objectives, including SEO, SEM, PPC, social media, email marketing and partnerships
- Serve as day-to-day manager of cross-functional marketing team to help scale the business and evolve the brand
- Owner of company website, optimizing current site and serving as project manager for comprehensive website refresh
- Collaborate with key stakeholders and external partners to ensure marketing initiatives align with strategic objectives
- Analyze and report on marketing initiatives to determine effectiveness, identify areas for improvement, and optimize campaigns for maximum ROI
- Stay up to date with the latest digital marketing trends and technologies and incorporate them into marketing strategies
- Provide leadership and mentorship to the marketing team, fostering a culture of innovation and continuous improvement

What You'll Bring

- Bachelor's Degree in Marketing, Communications, or related field or work experience equivalent



GEOGRAPHIC EXPEDITIONS

To the Ends of the Earth

- 8+ years of related marketing experience, with a strong background in digital marketing and website management
- 5+ years of management experience leading a team and driving performance
- Proven track record of developing and executing successful digital and traditional marketing strategies that drive revenue growth
- Proficient in digital marketing tactics, including social media, email marketing, SEO, and SEM
- Experience with WordPress, CRM systems, marketing automation, and analytics tools
- Curiosity and a desire to innovate by introducing new concepts and approaches
- Solid planning and organizational skills, with experience proactively managing multiple projects from inception through to execution and reporting
- 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

- The opportunity to be part of a purpose-led company and help make a real impact
- An inspiring corporate culture that fosters professional growth
- Knowledgeable, dedicated and supportive teammates
- A seat at the table and the ability to bring your creative ideas to life
- Competitive compensation and bonus potential
- Health benefits
- Generous paid time off, including holiday, vacation, and sick time
- International travel opportunities
- Opportunity to participate in our Work From Anywhere program
- A fast-paced learning environment
- Fun team events planned by our in-house Culture Committee
- Remote work
- Compensation range: \$80,000 - \$115,000, commensurate with experience

To Apply

Send a cover letter and resume to katie-renee@geoex.com and include “**Director of Marketing**” in the subject line.