

# Marketing Manager, Encore Tours

*Want to work for a fun and dynamic company? Relaxed dress code, flexible schedule, start with 4 weeks vacation?! Then check us out!*

## Job Summary

Encore Tours is looking for a highly motivated individual to manage marketing operations and spur continued growth. The role demands high levels of organization, strategic thinking, mastery of several key software platforms and provides great opportunity for creativity and innovation.

The successful candidate will have at least two years of experience in a marketing role, with a love for music and travel a plus.

## Job Responsibilities

- Develop and implement marketing strategy for Encore Tours, the music travel division of ACIS
- Manage the annual marketing budget including allocating funds to various acquisition channels and industry organizations, pay vendor invoices and complete monthly audits
- Work in marketing automation platform (Marketo) to develop email marketing campaigns including nurture programs and data management campaigns; build landing pages; design contact forms; and administer the database
- Build strategic relationships and partner with key industry organizations to develop a variety of sponsorships, scholarships, partnerships and advertising agreements that support the Encore mission
- Manage the content development and distribution strategy for Encore with a focus on generating high-quality leads in our target audience
- Oversight of Encore's CRM system, pipeline tracking and reporting
- Generate marketing reports for executive management with a focus on lead generation and conversion, effectiveness of acquisition channels, fund allocation on paid channels, web performance and conversions, content success metrics, and event achievements
- Oversight of content creation and management of social media platforms using internal resources and outsourced solutions
- Run marketing meetings and presentations as needed

## Required Skills:

- Bachelor degree in marketing or business
- Minimum 2 years of experience in a marketing role
- Expertise working with CRM systems, (ideally Microsoft Dynamics)
- Expertise working with Marketo
- Experience managing complex budgets
- Understanding of marketing best practices for lead generation and the inbound methodology
- Business experience in managing social platforms

- Experience with Asana, Uberflip and Postwire are a plus
- Musical knowledge and international travel experience a plus

## Company Overview

Successful music programs and great music travel go hand in hand. Our customized touring packages help define a sense of purpose for ensembles, build ensemble unity and musicianship and strengthen friendships. They help boost the ensemble's reputation in the community and enhance recruitment and fundraising efforts. And, perhaps the most important, they allow diverse cultures to come together and share in the universal language of music.

But, Encore goes beyond travel. We are committed to supporting music education at home. From our director workshops and professional networking events to our scholarship programs for young musicians, we continue to give back to our musical communities year-round. That's why "taking your music program to new places" is our mission. Whether "places" refers to exciting destinations or supporting your music programs at home, Encore is with you every step of the way.

Encore Tours is the performance division of ACIS Educational Tours, the quality leader in educational travel since 1978.