



Allen Marine

Marketing Specialist

Allen Marine Inc. is seeking a marketing specialist to assist in marketing and brand management efforts across the Allen Marine family of companies, including Allen Marine Tours, Alaskan Dream Cruises, and True Alaskan Tours.

The position is located in Sitka, AK and reports to the Marketing Manager.

Responsibilities Include:

- Brainstorming and developing ideas for creative marketing campaigns for Allen Marine Tours, Alaskan Dream Cruises, and True Alaskan Tours
- Writing copy for marketing collateral, including brochures, advertisements, blogs, social media posts, email marketing campaigns, etc.
- Managing industry memberships and advertisements, including the Alaska Travel Industry Association, and Southeast Alaska visitor associations
- Conceptualizing and creating strategic advertisements alongside graphic artists, or in-house when necessary*
- Assist in managing and monitoring company websites, including SEO efforts
- Manage consumer insights program, including onboard guest survey program and data collection. Understand how to use the data to inform marketing decisions.
- Provide artistic direction for and manage videographers, photographers, graphic artists and other contractors
- Other duties and tasks as assigned by the Marketing Manager and senior management

Requirements

- Excellent writing skills; able to write content for company brochures and other marketing collateral; able to provide thorough proofreading
- *Ability to create basic advertisements in-house using Adobe or other design programs
- Excellent interpersonal skills; able to represent the family of companies to the media and at industry events
- Highly organized; able to successfully juggle marketing efforts across multiple companies
- Willingness to take on assigned tasks with a can-do attitude

Minimum qualifications: Three years of marketing, advertising, public relations, or travel industry experience

Salary: DOE

Please submit a resume, three references, and a cover letter detailing why you believe you would be an ideal candidate for this position. Your cover letter should be limited to one page and will be evaluated by the hiring team as a writing sample.

Please submit all items to zak@alaskandreamcruises.com by 5 PM AK time on Monday, October 16