

REBECCA ADVENTURE TRAVEL is an innovative award-winning luxury boutique tour operator, focused on authentic trips in Ecuador, Peru & Colombia, based in Cumbayá, Quito-Ecuador.

JOB DESCRIPTION CHIEF MARKETING OFFICER (CMO)

As a Chief Marketing Officer, you are mainly responsible for developing and executing marketing strategies, overseeing market research, target audience identification, and collaborating on integrated campaigns. You will direct our marketing efforts towards great success.

You work full time, one day from home and the rest from our office in Cumbayá.

TASKS & RESPONSIBILITIES

- ❖ Manage brand positioning, and enhance customer experience.
- ❖ Formulate marketing strategies that align with the company's overall objectives.
- ❖ Develop and implement a viable marketing plan and overseeing its execution.
- ❖ Monitor marketing performance, analyze data, and make data-driven decisions to optimize marketing efforts.
- ❖ Coordinate promotional campaigns, PR, and marketing initiatives across diverse channels.
- ❖ Stay up to date with market and consumer trends.

NECESSARY SKILLS

- ❖ Outstanding written and creative marketing communication skills in English.
- ❖ Solid understanding of market research and data analysis methods.
- ❖ High knowledge and experience of Project Management.
- ❖ Experience in developing efficient strategies and business plans for marketing departments.
- ❖ High knowledge of SEO best practices.
- ❖ BSc degree in Digital Marketing, Business Administration or relevant fields. MSc/MA will be a plus.
- ❖ At least 3 years of management experience as Chief Marketing Officer or similar positions.
- ❖ At least 5 years of experience in a revenue-generating or commercial services role, presenting sales and marketing plans to senior-level executives.

<https://rebeccaadventuretravel.com> - hr@rebeccaadventuretravel.com

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THE IDEAL CANDIDATE

- ❖ Is a senior executive responsible for managing the company's marketing efforts.
- ❖ Is accountable for driving brand awareness, customer acquisition, and revenue growth.
- ❖ Has excellent organizational and leadership skills (you will manage a team of 5 experts).
- ❖ (Desired) Has work experience or affinity with North American and European markets.
- ❖ Is highly detail oriented and meets deadlines.
- ❖ Has ability to multitask and works independently.

To apply, please send your CV and motivation letter to hr@rebeccaadventuretravel.com