

Job description – Sales and Marketing Manager

ExperiencePlus! Bicycle Tours provides unique cycling and cultural experiences to travelers across the globe. Founded in 1972, it is owned by the second generation of the founders, Monica and Maria Elena Malpezzi Price. ExperiencePlus! provides state-of-the-art experiences for travelers of all ages. Headquartered in Fort Collins, Colorado, and with a sister company in Italy, ExperiencePlus! was the first US-based bicycle tour operator in Italy and is now one of the oldest and most well-respected bike touring companies based in the US.

The COVID-19 Pandemic has permanently changed the travel world in many ways as international leisure travel (and often domestic travel) ground to halt. As small resilient travel companies like ExperiencePlus! rebuild and shape the way people start to travel again, this is the perfect time for people to reconsider what imprint they leave on the world as they travel.

Like most travel companies, EP downsized during the pandemic. The Sales and Marketing Manager position is a unique opportunity for someone looking to be a part of the adventure travel industry as it navigates this critical moment. Joining an established and trusted travel company at a time like this means there is time to get to know the customers, trips, and staff while strategically helping company leadership rebuild the team.

The Sales and Marketing Manager at ExperiencePlus! is a key figure in supporting the EP mission: creating connections through active travel – and getting more people out on bikes. The Sales and Marketing manager is responsible for managing the sales and lead strategy and working with marketing to manage the marketing plan for all EP trips.

Most importantly this role is vital to the strategic planning and future of the company and is perfect for someone who loves to think about how to increase sales and brand visibility while making sure that everyone who contacts EP finds the perfect vacation. Opportunities for growth abound as ExperiencePlus! is part of a family of companies with headquarters in both Europe and the USA.

Key Responsibilities:

- Think strategically about how to increase leads and sales through a variety of channels including website, digital marketing initiatives, newsletter, social media, print and partnerships.
- Manage customer inquiries including entering information and customer requests in our database.
- Handle telephone and email inquiries and sales for EP tours and match people with the perfect bike tour.
- Imagine and integrate digital technologies in the implementation and execution of the sales and marketing strategy.
- Manages agency relationships (when applicable) for social media and other marketing and sales work.
- Works with Reservations and the Tour Development team to plan and execute sales campaigns for private tours and custom trips.
- Helps plan print advertising, including placement, cost and design.

- Work with Development and the Tour Director to set the annual trip calendar and help strategize on new tour development.
- Assists with the assembly, distribution and analysis of tour evaluations as well as replying to customers after their tour.
- Coordinates with partners who sell tours and makes sure they have updated information.
- Maintain website information.
- Support the Reservations and Customer Service team and Tours Director as necessary.
- Pitch in to help with other roles as one does in a small company where people wear many hats!

Qualifications we hope to find:

- Someone who loves to talk to people about what their next vacation looks like!
- Has 5+ years experience working in the adventure tourism space in sales and marketing.
- Most importantly, this is someone who understands the power of travel and how it can transform people and wants to share that with others.
- Someone with proven experience in sales and marketing including planning and executing with key goals and strategies in mind.
- Experience researching, selecting and working with digital sales and marketing tools in their sales process.
- They have a demonstrated ability to manage details, think outside the box, and work in a cross-cultural environment
- They are a self-starter with proven decision making and problem solving ability.
- They are constantly thinking about whether there is a more efficient way to do things, willing to propose crazy ideas and try new things.
- Experience working with a variety of technologies including MS 365, cloud CRM and sales software and database and information technology systems and is not intimidated by them. Any experience implementing and integrating systems even better.

This Job Description is to be used as a guide for accomplishing organizational objectives. The description incorporates the most typical duties performed and covers only the primary functions and responsibilities of the position. It is recognized that other related duties not specifically mentioned may also be performed. The inclusion of those duties would not alter the overall evaluation of this position.

At ExperiencePlus! We provide equal opportunities to all applicants for employment without regard to race, color, religion, creed, sex, national origin, ancestry, age, status as an officer or enlisted members of the military forces, veteran status, disability, genetic information, sexual orientation, transgender status, or any other protected characteristic applicable under federal, state, and local laws.

Compensation

This is a full-time, year-round, salaried position. Salary range is \$45,000 - \$60,000, depending on experience. Benefits include medical insurance, paid holidays, sick leave, generous paid time off (PTO), yearly travel opportunities and access to a variety of Pro deals on gear and bicycles.

Work Schedule and Conditions of Employment:

This is intended to be a Monday – Friday work schedule. At times we hold events that require weekend time or early morning or evening commitments.

Working remote is an option if we find the perfect candidate, otherwise we find that working face to face (when we can) with colleagues for at least part of the week is beneficial to getting things done and to increasing camaraderie within the office so someone located in Northern Colorado is ideal. Working from home part of the week is an option. If working from home, a home office or suitable workspace is required as well as a good Wi-Fi connection and quiet space to facilitate conversations with colleagues and customers.

Although we are in the travel industry, travel will only take up a small portion of this particular job. Unlike what many people outside the travel industry believe when they hear you work for a travel company – this is still an office job where you can dream about traveling every day!

Please email a cover letter telling us why you would be perfect for this job and your resume with references to mariaelena@experienceplus.com by May 31, 2021. Our goal is to have someone start by July 1, 2021 at the latest.