



*“Taking your career exciting new places”*

## **MARKETING ANALYST/WEBSITE COORDINATOR**

**Magellan Vacations** is the dominant provider of reservations at luxury hotels across North America. Due to our continued growth, we are looking for a results-driven and motivated **MARKETING ANALYST/WEBSITE COORDINATOR**, to help elevate our brand and deliver unique communication solutions that achieve results.

### **POSITION SUMMARY**

The ideal candidate will be responsible for assisting with the development and implementation of the company's marketing initiatives, analysis and strategies.

### **RESPONSIBILITIES:**

- Support of marketing and business development activities
- Web Marketing – including drive traffic to our sites, engage traffic and encourage repeat access
- Work collaboratively with team members to coordinate, compile and analyze data
- Ensure website content is up to date and correct
- Assisting in online advertising and search marketing initiatives
- Tracking and responding to changes in customer trends
- Assist new business initiatives through the analysis of sales trends and patterns
- Assist in public relations initiatives, including public speaking and presentations

### **QUALIFICATIONS**

- University/College Degree in Marketing, Business or related area would be an asset
- 3-5 years working experience in marketing, business, communications or analytics
- Solid technical skills with the ability to work with variety of marketing software applications
- Exceptional oral/presentation and written communication skills
- Experience in online advertising, website development or data analysis – specifically a background in Google Adwords and Analytics, Yahoo Search Marketing, Omniture, Microsoft adCenter and other such search marketing and analytics tools an asset
- Background in marketing statistics an asset
- Experience and familiarity with HTML and graphic design an asset
- Attention to detail and creative abilities

This is a great opportunity for a high-energy, results focused professional looking for a challenge within a fast paced environment. If you thrive on challenges please forward your resume to [pbonham@magellanvacations.com](mailto:pbonham@magellanvacations.com).

To learn more about our unique company please visit [www.MagellanVacations.com](http://www.MagellanVacations.com).

**We thank all applicants who apply, but only those qualified will be contacted.**