



Marketing & Sales Manager

Companies: Go Hike Alaska and Lifetime Adventures

Location: Anchorage, AK

Dates of Employment: February 24th – September 30th, 2025

Job Type: Full-Time (40 hours) week. Renewal is conditional on performance and company objectives.

Job Format: In-person or Hybrid Work. Three days in-person are mandatory.

Starting Pay: \$25/hour (non-exempt)

ABOUT US:

Go Hike Alaska was founded in November of 2018 with a vision of providing guided Alaskan hiking experiences to adventurers from around the globe. Today we offer a diversified lineup of unique Alaskan experiences featuring a variety of guided day hikes, foraging & cooking classes, historical city tours, helicopter flightseeing & hiking combos, and multi day backpacking trips.

Lifetime Adventures was founded in 1993, but was acquired by the owner, Matt Worden in 2023. Under prior ownership, Lifetime Adventures offered a variety of experiences throughout Alaska, including its well-known cabin on the Eklutna Lakeside. Today, it includes providing bike and kayak rentals and a variety of guided tours at Eklutna Lake.

JOB SUMMARY:

The **Marketing & Sales Manager** will play a critical role in managing and executing marketing and sales strategies for both **Go Hike Alaska** and **Lifetime Adventures**. This position involves promoting the companies' outdoor adventure tours and rentals. The manager will create and manage both print and digital content. They will drive direct bookings through personalized guest interactions and targeted marketing campaigns. The associate will handle daily communication with potential and current guests, including taking reservation, while providing exceptional customer service via phone and email. Managing social media accounts to grow brand visibility and engagement.

As a representative of both companies, the associate will work closely with tourism partners, attending trade shows and special events to build relationships and foster collaboration. Responsibilities also include implementing promotional strategies and building retail opportunities. Success in this role requires creativity, attention to detail, and a passion for outdoor adventure.



KEY RESPONSIBILITIES:

Marketing Duties:

- Develop and execute a marketing strategy to increase direct bookings and brand awareness.
- Create and manage digital content, including social media posts and advertisements, email campaigns, newsletters, and website updates.
- Utilize visual content captured during tours for promotional use on various platforms.
- Optimize both websites for SEO to attract organic traffic and convert leads into bookings.
- Creation of marketing materials, such as brochures, flyers, and advertisements.
- Implement follow-up strategies to encourage repeat bookings, guest referrals, and reviews on platforms like TripAdvisor and Google.

Sales Duties:

- Respond to customer inquiries via phone and email, converting leads into bookings.
- Provide personalized service recommendations based on guests' needs and interests.
- Take reservations, upsell additional services such as equipment rentals, premium tours, or add-ons.
- Build and maintain relationships with partners, resellers, and corporate clients to increase group sales and business referrals.
- Track and analyze sales performance, reporting key metrics and trends to leadership.
- Attend tourism-related trade shows and events to network, build partnerships, and generate business leads.

Collaboration & Administration:

- Work closely with leadership to ensure alignment in marketing and sales strategies.
- Attend regular strategy and performance review meetings.
- Contribute ideas for new marketing initiatives and business growth.
- Support promotional events, such as familiarization tours, to enhance brand exposure.
- Support Operations Manager and other team members when necessary.

QUALIFICATIONS:

- **Education:** Bachelor's degree in Marketing, Communications, Business, or related field (preferred but not required with relevant experience).
- **Experience:** At least 2 years of experience in marketing, sales, or a related role. Experience in tourism, outdoor recreation, or hospitality is a plus.
- **Skills:**
 - Strong written and verbal communication skills.
 - Experience with digital marketing tools (social media schedulers, Google Analytics, Canva, CRM platforms like Tour Advantage and FareHarbor).
 - Sales-oriented with the ability to build relationships and convert leads.
 - Strong time management and multitasking skills to support both businesses.
 - Passion for outdoor adventure and sustainable tourism.

JOB BENEFITS:

- Opportunity to work and grow two premier adventure tour companies in Alaska.
- Free or discounted access to outdoor experiences and tours.
- Career growth opportunities based on performance and business outcomes.
- Flexible work environment with hybrid work options.