



Marketing and Admissions Coordinator

- **Company:** Adventure Treks, Inc.
- **Position type:** Full-time, salary, exempt
- **Salary and benefits:** Starting at \$46,500, with potential for higher compensation based on skills and experience, plus monthly health care reimbursements, company cell phone plan, generous PTO and holidays, bonuses based on company and personal performance, and professional development opportunities
- **Location:** Hendersonville, NC (this position is not open for remote work)
- **Start date:** September 2025

Are you excited about helping families discover life-changing outdoor experiences? Adventure Treks is hiring a full-time **Marketing and Admissions Coordinator** to lead digital marketing and social media content, connect with prospective families, and support our programming.

WHO WE ARE

Since 1993, Adventure Treks has helped more than 20,000 teenagers build confidence, leadership, and lifelong friendships through unforgettable outdoor experiences. We're a family-run company based in western North Carolina that operates 20+ summer trips for teens across North America, with new adult and family programs launching in 2025. We also partner with schools to run outdoor education programs in the spring and fall.

WHO YOU ARE & WHAT YOU'LL DO

You're an excellent communicator with tech-savvy marketing creativity. You're also:

- A self-starter who can work independently and juggle multiple projects
- A natural storyteller who understands what makes teen and adult adventure travel content engaging
- Comfortable with deadlines, spreadsheets, software, and automation tools
- Friendly, compassionate, and excited to help families feel at home with us
- Ready to be part of a dynamic team that works hard in the summer to give teens, families, and adults the most fun, exciting, and unforgettable outdoor travel experiences possible

You'll help more families discover Adventure Treks by collaborating on marketing and admissions efforts, including:

Marketing

- Manage and grow our presence on Instagram, Facebook, and other platforms

- Create and schedule engaging content (reels, stories, carousels, etc.) using photo and video assets from Adventure Treks trips
- Plan and execute email marketing campaigns for multiple audiences (new leads, returning families, alumni) using our email platform (ActiveCampaign)
- Design and maintain automated email workflows to nurture and ultimately convert leads
- Write blogs, newsletters, and social media captions that reflect our tone and mission
- Design and create marketing assets like brochures, flyers, and info packets
- Track marketing performance to optimize campaigns
- Contribute ideas for seasonal campaigns and brand initiatives, and help shape the long-term content strategy
- Help optimize website content for SEO

Admissions & family communication

- Serve as a warm and welcoming voice to families as they navigate the enrollment process
- Answer phone calls and emails with professionalism and enthusiasm
- Guide families through paperwork, travel details, packing lists, and program expectations
- Conduct interviews with new students and coordinate character references
- Maintain meticulous notes and records in our CRM (CampMinder)
- Coordinate student travel and support opening and closing day logistics during the summer

Success in this role looks like increased email engagement rates, growth in social media followers and engagement, dynamic and evergreen web content, and higher lead-to-enrollment conversions.

General timeline of your first year at Adventure Treks

In the first three months:

- Learn about the Adventure Treks philosophy and mission
- Become familiar with our comprehensive marketing and admissions workflows
- Shadow the director team in sales and recruitment calls and begin getting to know current and returning families
- Learn about the other roles in the organization and how each works together to create a seamless, effective team
- Review trip itineraries in detail, study trip locations, and understand the activities involved on each trip
- Learn how to use our customer relationship management database
- Begin to create a social media calendar and accompanying content
- Become familiar with our email marketing software

By the six-month mark:

- Answer calls and be able to promote the values and benefits of the Adventure Treks experience to prospective families

- Take ownership over the social media calendar
- Be well acquainted with our CRM
- Develop new automations and email marketing content calendar
- Maintain meticulous notes of interviews and conversations with families and students
- Work with the director to synthesize, organize, and prepare student records for the summer season

After the first summer season:

- Begin pitching ideas for innovation and growth
- Alongside the director, make sales calls for our teen, family, and adult trips
- Be one of the primary contacts for families throughout the year and during our busy summer season

Lastly, this position will generally support the year-round and summer operations of Adventure Treks, including (but not limited to):

- Upholding and modeling all Adventure Treks policies, standards, and procedures
- Managing financial transactions and sending individual and mass emails to participants
- Miscellaneous administration duties and collaborating with other full-time staff
- Additional shared summer duties:
 - Managing student travel on opening and closing days
 - Posting daily on social media
 - Sharing on-call rotation during the summer
 - Communicating with third-party outfitters

REQUIRED SKILLS & EXPERIENCE:

- 2+ years of experience in digital marketing, content creation, and communications
- Degree from an accredited university strongly preferred
- Must have experience with email marketing platforms (Active Campaign, HubSpot, etc.)
- Must have experience managing social media accounts for a business or organization
- Proficiency with Google Drive, Microsoft Office, Adobe Suite, and Canva or similar tools
- Meticulous attention to detail and organization
- Superb writing and editing skills
- Impeccable communication, interpersonal, and customer service skills
- A growth mindset and willingness to learn and innovate with our company
- The ability to:
 - Consistently set and follow through on goals, projects, and deadlines
 - Prioritize responsibilities and seamlessly adapt to evolving projects
 - Anticipate and identify roadblocks and use creativity and critical thinking to independently solve problems
 - Provide and accept constructive feedback in weekly one-on-one meetings
 - Promote an inclusive work environment and recognize the importance of collaborating with teammates and celebrating their strengths
 - Model professionalism in person and over the phone
- Permanent work authorization in the United States

PREFERRED / BONUS SKILLS

- Experience working in the summer camp, outdoor, and/or travel industry
- Experience in photo and video editing
- Familiarity with CRM systems like CampMinder or Arctic Reservations
- Experience with Google Ads and Analytics and knowledge of SEO best practices

SCHEDULE & TRAVEL EXPECTATIONS

- Off-season office hours are generally 9 am to 5 pm eastern Monday through Friday. November through January, the office will be closed Fridays.
 - There will be a few calls required for student interviews, character references, etc. after 5 pm eastern each month.
- During the busy summer season (~June 1 through August 15), this position will be required to work irregular hours and sometimes long days to support our students and instructors in the field.
- Rotate through 24/7 on-call shifts for field staff and travel days.
- About 10-15 days per summer will require early mornings or late nights to support student travel days.
- Up to 1-2 weeks of travel to Washington state each summer, from the end of May to mid-June to support staff orientation and kick off summer operations.
 - This includes tent camping (with access to bathroom and shower facilities) at our basecamp and long (but very fun) days
- Ability to work at a computer for most of the day

HOW TO APPLY

Please email your cover letter and resume to Amanda Fox at info@adventuretreks.com.