

Target Tours - Marketing Coordinator

Location: Morell, PE (Hybrid option available depending on progress)

Employment Type: Full-Time

Salary Range: \$45,000 – \$49,000 per year

About Target Tours

At Target Tours, we believe travel should be simple, meaningful, and memorable. Based in Prince Edward Island, we design, and host guided vacations for Atlantic Canadians — from iconic adventures to unique farm and local experiences across North America, the Europe and Asia.

We're a small, collaborative team that works hard, has fun, and genuinely cares about creating **Moments that Matter** for our guests. Every tour, every post, and every detail helps connect people through travel — and we're looking for someone who wants to grow with us as we do it.

Position Summary

Are you a recent marketing graduate who's ready to roll up your sleeves, learn fast, and put your ideas into action?

We're looking for a **Marketing Coordinator** who is eager to build real-world experience in digital marketing, content creation, and storytelling.

You'll join a close-knit team of experienced travel planners who care deeply about creating moments that matter. We're learning and evolving our marketing together, so you'll have the chance to contribute ideas, test new approaches, and help shape how people discover and book their next adventure with Target Tours.

What You'll Do

You'll start by learning our systems, tools, and brand voice — and then gradually take ownership of key marketing activities such as:

Digital Marketing & Online Presence

- Assist with planning and publishing social media posts (Facebook, Instagram).
- Help update and maintain our website to keep tours fresh and easy to explore.
- Support paid advertising campaigns and learn how to track and improve performance.

Content Creation & Storytelling

- Create engaging posts, videos, and emails that inspire people to travel.
- Help design visuals in Canva and contribute creative ideas for tour promotions.
- Write clear, friendly copy that reflects our warm, professional brand tone.

Email Marketing & CRM

- Learn how to manage and segment our email list in Mailchimp.
- Support campaign setup, scheduling, and performance reporting.
- Contribute ideas for new lead magnets, newsletters, and client engagement.

Community Engagement

- Help manage social media comments and messages with professionalism and enthusiasm.
- Assist with referral campaigns, info nights, and other events that bring travellers together.

Analytics & Reporting

- Track campaign performance through Google Analytics, Meta, and CRM dashboards.
- Help gather data and share insights on what's working and where to improve.

What You'll Learn

From day one, you'll receive mentorship and hands-on experience in:

- Digital marketing strategy and campaign design
- Tour promotion and storytelling for travel audiences
- Analytics and marketing performance tracking
- Brand development and content planning
- Collaboration across departments in a growing business

You'll get to be part of creative brainstorming, product launches, and travel-related events — seeing how marketing directly shapes the experiences our guests enjoy.

Who You Are

- A recent graduate in **Marketing, Communications, Public Relations, or a related field** (within the last 5 years).
- Eligible for funding under the **PEI Graduate Mentorship Program**.
- Creative, curious, and eager to apply what you've learned in a real business environment.
- Strong writer with an eye for detail and design (experience with Canva or Adobe is a plus).
- Organized, dependable, and comfortable balancing multiple small projects.
- Collaborative and personable — you enjoy teamwork and bring positive energy to the group.
- Excited about travel and storytelling — bonus if you've travelled or love learning about new places!

Why You'll Love Working With Us

- You'll learn directly from experienced team members in marketing, operations, and leadership.
- You'll gain hands-on experience with real campaigns, not just theory.
- You'll be part of a company that's growing — and you'll grow with it.
- You'll help promote travel experiences that bring joy and connection to others.
- Enjoy a friendly, flexible, and values-driven workplace located in the heart of rural PEI.

Benefits

- Competitive salary (\$45,000–\$49,000 depending on experience)
- Paid vacation based on tenure
- Medical and retirement plan benefits
- Travel familiarization allowance to learn about the places we visit
- Hybrid work available depending on progress
- Access to mentorship, learning, and growth opportunities

Ready to Start Your Marketing Journey?

If you're ready to learn, grow, and make an impact in the world of travel — we'd love to hear from you.

Please send your resume and a short note about why this opportunity excites you to info@targettours.ca.

Deadline to apply is November 14th, 2025.

Join us and help share the stories that make travel truly unforgettable.