

Tour Experience & Marketing Coordinator

Target Tours

Prince Edward Island

Job Type: Full-Time | Hybrid (In-Office & Work From Home)

Salary: \$45,000 – \$48,000 annually + Benefits

Apply with resume and cover letter to: info@targettours.ca

About the Role

Target Tours is looking for an enthusiastic, organized, and digitally savvy **Tour Experience & Marketing Coordinator** to join our team. This is a dynamic, multi-faceted role where you will play a central part in how we plan, deliver, and promote “Moments that Matter” travel experiences. If you thrive on variety, love travel, and want a career where no two days are the same, this is it.

You will be trained on our reservation and tour management platforms and will work directly alongside our leadership team to support tour operations, client reservations, and marketing communications. As you grow into the role, you will have the exciting opportunity to step into a **Tour Host** position, leading school and signature tours starting January 2027.

Key Responsibilities

Tour Operations

- Become the primary operator of **Tourseta**, managing tour builds, reservations, payments, client communications, touch points, and lead follow-ups
- Manage **WeTravel** platform for school tours, including tour setup, client emails, and sensitive booking dates
- Coordinate supplier reservations, confirmations, rooming lists, and itinerary documentation
- Support the preparation of client documents and tour-related materials
- Assist with TD binders, and pre-tour operational tasks
- Grow into the role of **Tour Host**, beginning with school tours in January 2027, supporting leadership in the on-tour delivery of both school and signature tours

Reservations

- Serve as second-in-command on client reservations, responding to phone and email inquiries
- Process bookings accurately and efficiently across relevant booking systems
- Assist with travel insurance sales and client follow-up
- Support client-facing communications through phone, email and other channels
- Handle booking adjustments, transfers, and general client account management

Marketing & Communications

- Execute and schedule social media content across Facebook and Instagram using pre-planned content calendars
- Monitor and respond to comments, direct messages, and inquiries across social platforms
- Assist with content strategy & copywriting for social media posts, email campaigns, and promotional materials
- Support Mailchimp email campaigns, including list management and content preparation
- Assist in the creation of marketing assets using Canva (brochures & flyers)
- Website updates and maintenance.
- Help represent Target Tours at consumer trade shows and community events
- Support tour launches on social and digital channels

Must-Haves

- High school diploma required; college diploma or university degree preferred (Marketing, Tourism, Business, or related field is an asset)
- Strong written and verbal communication skills
- Comfortable working across digital platforms and quick to learn new software, full training on Tourseta and WeTravel will be provided
- Highly organized with strong attention to detail and ability to manage multiple priorities
- Self-motivated with the ability to work independently in a hybrid environment
- Positive, client-focused attitude
- Valid driver's license and access to a reliable vehicle (required for events and trade shows)

Nice-to-Haves

- Background or interest in travel, tourism, or hospitality
- Experience with social media management (Facebook, Instagram)
- Familiarity with Canva, Mailchimp, or WordPress/Elementor
- Previous experience in a reservations, customer service, or administrative role
- Comfort with basic copywriting and content creation

What We Offer

- Competitive salary of **\$45,000 – \$48,000**
- Comprehensive benefits package
- Hybrid work arrangement (combination of in-office and remote)
- Full training on all systems and platforms
- Opportunity to travel as a Tour Host starting January 2027
- A collaborative, close-knit team environment in the tourism industry

Target Tours is an equal opportunity employer. We thank all applicants for their interest; however, only those selected for an interview will be contacted. This position requires the successful candidate to be based in Prince Edward Island.