

Growth Marketer | Radventures

Radventures is a premier adventure travel company specializing in small-group, immersive experiences that take travelers beyond traditional tourist routes. Since 2020, we've been running day tours in Banff, serving over 16,000 adventurers in 2024 alone and earning a 4.95-star rating from over 2000 reviews. Our mission is to create authentic journeys that foster deep connections with nature, culture, and community.

Now, in 2025, we're expanding beyond Banff to launch multi-day adventures in Canada and international destinations, bringing our signature off-the-beaten-path experiences to even more travelers worldwide.

We are seeking a Growth Marketer who will play a critical role in driving bookings through paid advertising, email marketing, and influencer partnerships. This is a highly execution-focused role, requiring a hands-on marketer who can build, launch, and optimize campaigns independently without relying on external agencies.

Position Overview:

The Growth Marketer will be responsible for acquiring and converting leads through Meta and Google Ads, email marketing, and influencer collaborations. The ideal candidate will have a strong balance of technical expertise, analytical skills, and relationship-building abilities to optimize marketing efforts and ensure measurable growth.

Key Responsibilities:

Performance Marketing & Lead Generation

- Develop, launch, and optimize Meta (Facebook & Instagram) and Google Ads campaigns, managing a \$5,000/mo budget to start, with opportunities to grow the budget as ROI increases.
- Continuously analyze performance data, implement A/B testing, and optimize targeting, creative, and ad spend for maximum ROI.
- Track and report on conversion metrics, identifying areas for improvement and scaling successful strategies.

Email Marketing & CRM Management

- Own and execute email marketing strategies, including weekly newsletters, promotional campaigns, and automated nurture sequences.
- Segment and maintain a clean and engaged email database, ensuring that messaging is targeted and effective.
- Work closely with the sales team to optimize the CRM (ActiveCampaign) and automate lead qualification processes.

Influencer & Partnership Marketing

- Identify, recruit, negotiate, and manage influencer partnerships. There are currently influencer relationships in the pipeline that will be handed off.
- Develop and oversee content collaboration strategies to ensure alignment with brand objectives and measurable impact.
- Monitor and assess influencer campaign performance, optimizing for engagement, reach, and lead generation.

Customer Conversion & Funnel Optimization

- Develop and test conversion funnels to transition single-day tour participants (15,000-18,000+ annually) into multi-day adventure travelers.

Qualifications & Skills

- 5+ years of experience in growth marketing, digital advertising, or direct-response marketing (preferably in the travel/adventure tourism industry).
- Proven ability to independently manage Meta and Google Ads campaigns, including budgeting, targeting, and performance analysis.
- Strong understanding of email marketing, segmentation, automation, and CRM tools (e.g., HubSpot, Klaviyo, or ActiveCampaign).
- Experience in influencer marketing, including outreach, negotiation, and campaign management.
- Highly analytical mindset with proficiency in tracking, measuring, and optimizing marketing performance.
- Strong project management skills with the ability to prioritize tasks, meet deadlines, and drive results independently.
- Creative mindset with the ability to collaborate with designers and content teams to develop effective marketing assets.

Why Join Radventures?

Impactful Role – Be a key player in scaling a fast-growing adventure travel brand.

Autonomy & Ownership – Lead marketing initiatives with full executional control.

Passionate Team – Work alongside a group of outdoor enthusiasts and travel experts who share your love for adventure.

The Finer Details:

Location: Based in the Bow Valley (Banff/Canmore) with hybrid flexibility (you'll have a desk in our office in Banff but you're welcome to work remotely at times).

Hours: Full-time, 40+ hours per week, with some travel required.

Compensation: Competitive salary depending on experience, plus uncapped performance-based bonuses or profit sharing.

Benefits: Group health and dental, paid travel, and access to Radventures gear on days off.

Perks: Hybrid work setup, help with housing if needed, and lots of opportunities for professional growth.

How to Apply:

Ready to join our adventure? If you're a data-driven, hands-on marketer with a passion for adventure travel, we'd love to hear from you.

Send your resume and a cover letter to dale@radventurescanada.com.

We're expecting a high volume of applicants, so to stand out, we welcome you to include a short video (2-3 minutes) introducing yourself and sharing an idea or two about how you'd help grow Radventures.

At Radventures, we're proud to be an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive workplace where everyone feels welcome.