



Marketing Specialist

Location: Île des Chênes, Manitoba (in-office)

Hours: 8:30 AM – 4:30 PM, with occasional evenings and weekends

Full-time position

Who We Are

Churchill Wild is a world renowned wildlife tourism company offering luxury, all-inclusive safaris in some of the most remote and untouched regions of northern Manitoba. Best known for our on the ground polar bear walking tours, we provide guests with rare, immersive wildlife experiences that cannot be replicated anywhere else in the world.

With over 30 years of experience, Churchill Wild operates multiple remote lodges along the Hudson Bay coast, welcoming guests from around the globe. Our approach is rooted in storytelling and creating meaningful connections between people and nature. Unlike traditional tourism, we don't just showcase wildlife - we bring guests into their world in a safe, respectful, and unforgettable way.

This is not typical marketing. It's about translating once in a lifetime experiences into compelling stories that inspire people to travel from across the world.

About the Role

We're looking for a creative and driven Marketing Specialist to join our Churchill Wild team. This role is ideal for someone who thrives in both strategy and execution - someone who can think big, but also bring ideas to life through content, campaigns, and data-driven decision making.

You'll play a key role in growing brand awareness, driving bookings, and sharing the Churchill Wild story across multiple platforms.

Key Responsibilities

- Develop and implement comprehensive marketing strategies to enhance brand visibility and attract new guests
- Create engaging social media content across Instagram, Facebook, Threads, LinkedIn, YouTube, and X
- Plan, execute, and optimize paid advertising campaigns (Meta Ads, Google Ads, Microsoft Ads)
- Collaborate with the sales team to develop promotional campaigns that drive bookings
- Analyze market trends and competitor activity to identify opportunities for growth
- Manage marketing budgets and allocate resources for maximum return on investment
- Design high-quality marketing materials using Adobe Premiere, InDesign, and Photoshop
- Monitor campaign performance and adjust strategies based on data and insights
- Build and maintain relationships with travel partners, media outlets, and influencers
- Represent Churchill Wild at media shows and industry events
- Maintain and optimize the company website (WordPress, GEO best practices)
- Write and edit blog content that engages readers and supports conversion
- Create and manage monthly newsletters for both staff and a consumer audience of 13,500+ subscribers
- Provide regular reporting and insights to senior management
- Host guest orientation dinners, ensuring a welcoming and informative start to their experience
- Assist with additional tasks and responsibilities as needed

What We're Looking For

- Minimum 2 years of experience in a marketing or social media role
- Post-secondary education in marketing or related fields
- Strong skills in digital media editing and content creation
- Experience in paid advertising is an asset
- Excellent writing and storytelling skills
- Experience with Adobe programs
- Graphic design is a strong asset
- Ability to manage multiple projects and priorities in a fast-paced environment
- A self-starter who is comfortable taking ownership and initiative
- Interest in travel, wildlife, or experiential marketing is a strong asset
- Valid driver's license and reliable transportation to commute to our Île des Chênes office

What We Offer

- Salary based on experience
- Company benefits package
- Opportunity to travel to and experience our remote lodges firsthand
- A unique and dynamic work environment within a globally recognized brand

How to Apply

Please submit your resume along with examples of your work (social media, campaigns, writing, or portfolio) to marketing@churchillwild.com.