

# ADVENTURES *in good company*

## Director of Sales & Marketing

**Job Site:** Remote in continental US, preference given to candidates located within 2 hours of Fort Collins, CO

**Reports to:** CEO

**Salary:** \$80,000-90,000, based on experience and location

**Employment Term:** Full-time, exempt

### About Adventures in Good Company:

Adventures in Good Company (AGC) is a women-owned adventure travel company that has been inspiring women through active travel since 1999. We offer small-group active travel experiences across the United States and around the world, and we believe that travel has the power to build confidence, connection, and community. We are seeking a collaborative, results-oriented leader to help us grow our traveler community while supporting our mission of empowering women through adventure.

### Position Overview:

The Director of Sales & Marketing is responsible for driving traveler acquisition, bookings, customer retention, and revenue growth while leading AGC's sales and marketing team. This role combines strategic planning with hands-on execution and team leadership. The successful candidate will oversee sales processes, marketing campaigns, lead generation efforts, customer engagement initiatives, and departmental performance while managing a small team and collaborating closely with the CEO and leadership team.

This is an ideal opportunity for an entrepreneurial leader who enjoys wearing multiple hats, thrives in a small business environment, and wants to make a meaningful impact on the growth of a mission-driven company. The Director of Sales & Marketing currently oversees a small team responsible for traveler support, sales, customer engagement, and marketing.

### Key Accountabilities and Responsibilities:

- Lead AGC's sales and marketing efforts to support traveler acquisition, bookings, retention, and revenue growth.
- Manage and develop a small sales and marketing team, including regular coaching, goal setting, and performance management.
- Oversee lead generation, sales pipeline management, and customer engagement initiatives.
- Identify, test, and scale new opportunities for traveler acquisition, customer engagement, partnerships, and revenue growth.
- Monitor and improve conversion rates throughout the customer journey.
- Develop and execute marketing campaigns across email, website, social media, partnerships, public relations, and paid advertising channels.
- Identify and pursue opportunities to grow leads, travelers, referrals, and repeat bookings.
- Develop and maintain referral partnerships, strategic relationships, and business development opportunities that support traveler acquisition and revenue growth.
- Analyze sales, marketing, and customer data to identify trends, opportunities, and areas for improvement.
- Maintain and optimize HubSpot CRM and marketing automation processes.
- Collaborate with the Program Director and other team members to support trip launches, promotions, and business priorities.
- Manage departmental goals, budgets, and key performance indicators.
- Prepare and present regular reports, forecasts, and recommendations to the CEO.
- Participate as a member of AGC's leadership team, contributing to annual planning, quarterly goals, and company-wide initiatives.

**Skills & Qualifications:**

- 5+ years of progressive experience in sales, marketing, customer acquisition, or related growth-focused roles
- Proven experience driving sustained sales growth, expanding market reach, and improving revenue performance
- Demonstrated leadership experience, including managing, coaching, and developing employees or cross-functional teams
- Deep understanding of lead generation, customer acquisition, sales funnels, CRM systems, marketing automation, and performance analytics
- Proven proficiency with HubSpot (preferred) or comparable CRM and marketing automation platforms
- Strategic thinker with a hands-on mindset, capable of moving seamlessly between planning and execution
- Exceptional organizational and project management skills, with the ability to manage multiple priorities and deadlines
- Strong written and verbal communication abilities, with a clear, persuasive, and professional style
- Genuine enthusiasm for travel, outdoor recreation, hospitality, or experiential businesses (preferred)

For more than 25 years, AGC has empowered women through adventure travel. This role offers the opportunity to lead a small but important department, help shape company growth, and make a meaningful impact on the lives of travelers while working alongside a passionate, mission-driven team.

**Compensation, Schedule & Benefits:**

This is a full-time, exempt position. The salary range is \$80,000–\$90,000 annually, depending on experience, qualifications and location. In addition to base salary, this position is eligible for an annual bonus based on achievement of company and departmental goals, including metrics related to revenue growth, traveler acquisition, customer retention, and strategic initiatives. AGC offers a comprehensive benefits package including medical, dental, and vision insurance, paid time off, sick leave, paid holidays, and travel opportunities.

This position is remote, with preference given to candidates located within approximately two hours of Fort Collins, Colorado. The role generally follows standard business hours (Monday–Friday, 8:00 a.m.–5:00 p.m. MT), though flexibility is expected. Occasional evening or weekend work may be required to support events, team meetings, business priorities, or peak travel periods. Limited travel may be required for company meetings, industry events, staff gatherings, or familiarization trips.

**Work Environment & Physical Demands:**

This position is primarily in a clerical, office setting and this role routinely uses standard office equipment including, but not limited to computers and telephones, with some travel and evening and weekend work required.

The above statements are not intended to encompass all functions and qualifications of the position. Rather, they are intended to provide a general framework of the requirements of the position. Job incumbents may be required to perform other functions not specifically addressed in this description. AGC is an equal opportunity employer.