



## Adventure Marketing & Reservations Specialist

We're looking for an enthusiastic and organized individual to join our fun-loving team as an **Adventure Marketing & Reservations Specialist**. This role is ideal for someone passionate about the outdoors, who is as comfortable on a mountain bike as they are analyzing digital marketing data. If you thrive in a fast-paced environment and love sharing your adventures, we want to hear from you!



### Job Details and Core Responsibilities

This role is designed to be **Full-Time Preferred** (though Part-Time could be considered) and requires a dynamic mix of office-based work and outdoor field experience.

Area of Responsibility	Average Weekly Time Commitment	Key Duties
Reservations & Client Relations	~16 hours	Taking reservations and serving as the primary point of contact for clients, answering their questions via phone, email, and in-person.
Marketing Strategy & Performance	~15 hours	Creating and executing a comprehensive digital marketing plan, including content development, and tracking and reporting on the performance of the plan (data analysis).
Product Knowledge & Content Gathering	Variable/Flexible	Regularly <b>hiking, biking, and skiing the routes</b> to gain in-depth product knowledge and gather high-quality content (photos/videos).
Field Operations	Occasional	Participating in occasional field days for tasks such as gathering content and cleaning/maintaining our huts.



### Required Experience & Skills

- **Mountain Biking:** Must be capable of completing our **6-night, 7-day mountain bike route** independently or with friends
- **Digital Marketing proficiency**, including campaign execution and reporting

- Content strategy and **social media management experience**
  - Strong **data analysis** skills for tracking campaign performance
  - **Photo editing** and basic design proficiency
  - Excellent verbal and written communication
  - Exceptional organization, attention to detail, and time management
  - Ability to **communicate effectively** across phone, email, and in-person interactions
  - Strong **interpersonal skills** with the ability to engage with guests from diverse backgrounds
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#### **Desirable Experience & Skills (Bonus Points!)**

- Backcountry skiing, bikepacking, or backpacking experience
  - Photography and video editing experience
  - Customer service background
  - Advanced skills in Microsoft Office Suite and Google Workspace
  - Avalanche training or certifications (AIARE Level 1–3 preferred)
  - Familiarity with reservation management platforms
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#### **Why Work With Us?**

Join a team that believes in the balance of hard work and serious play!

- **Fun, Collaborative Team:** We are a fun team who works hard and plays harder in the mountains.
  - **Competitive pay** dependent on experience
  - **Dog-Friendly Work Atmosphere** (bring your adventure buddy!).
  - Access to our incredible **hut trips** as part of the job.
  - Access to **industry pro deals** for gear and equipment.
  - Meaningful work helping others explore the backcountry.
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#### **How to Apply**

To apply for the **Adventure Marketing & Reservations Specialist** role, please send your resume and examples of your work to [kelly@sanjuanhuts.com](mailto:kelly@sanjuanhuts.com)