

Sales and Marketing Practicum

Company

We are an established wilderness eco-tourism business collaborating with a conservation institute to facilitate conservation trips that get our guests actively involved in hands-on conservation projects while reconnecting to nature and themselves. We are located in the Chilcotin Ark, a unique place for nature and wildlife due to the diverse combination of ecosystems. At Wilderness Trails, we believe a Practicum should be more than just a line item on your resume - it should be a life-changing experience profoundly expanding your vision of who you can be and what you can accomplish. In all of our Practicums, we challenge our interns to clearly identify and continuously re-evaluate their interests, goals, and purpose. Therefore, while you will certainly gain valuable work experience in sales and marketing you are not restricted to this and you get a holistic experience of what life on a ranch based research centre entails. You will meet adventurers from all around the world, working in this exceptional and unique environment.

Job description

Within this Practicum you will have the opportunity to get involved in every aspect of the office, including, but not limited to the following:

- Promote, market and sell our conservation-trips year round
- Create content for social media to promote our culture to prospective interns, students and guests
- Prepare short- and long-term marketing and sale plans and implement them.
- Create newsletters, email campaigns, online promotions, etc
- Organize community partners to create content to share on social media

Requirements:

The requirement for staying with us is your commitment to your Personal Development and to contribute to our community. You are ready to view challenges as opportunities to grow and learn and take initiative to leave your comfort zone. Our priority is to create a community where we believe the best of each other, want the best for each other and hold one another accountable - If you share this approach you are ready to join us.

Benefits:

- Live by our Six principles of Nature Connection, Nature Conservation, Personal Development, Self-Sufficiency, Empowerment, and Conscious & Aware.
- Your Personal Development is the priority of your experience, so we facilitate the environment and material for you to grow and evolve towards your best self.
- You become part of our community where we support each other in our goals and mission and share our personal experiences on a daily basis.
- Develop your skills in being flexible and adaptable, resilience, leadership, efficiency, team work, problem-solving, responsibility, initiative-taking, commitment and keeping a positive attitude no matter the challenge
- You will live and work in a remote wilderness environment and experience a new lifestyle, where you reconnect with nature and yourself.
- You create your own work schedule that meets your interests and moves you towards your goals.

Apply through <https://www.trails-to-empowerment.org/> or scan the QR Code

