

JOB DESCRIPTION

Internal Digital Operations Specialist

Reports To:

- Ian MacPhee | Business Development Manager

Job Description & Primary Purpose:

We operate in a fast paced digital world where the path to purchase exists almost entirely online. You are the centre of our digital environment. You are primarily responsible for our reservation systems' architectures, how they interface with reseller/OTA websites and how these pieces work together to create a seamless online purchasing experience while maximizing revenues.

Our websites are our digital doorways and the main way we present our adventures to travellers worldwide. A working knowledge of wordpress, and an innate understanding of a successful online user experience, will be an asset.

Internally you will assist the team with effective use of other digital tools such as Google's G-Suite, Adobe Creative Suite, Mailchimp and MS Office.

You Are:

- Fun to work with!
- A natural collaborator, self starter, and problem solver
- Proficient at operating in the digital space
- Able to quickly learn new software/operating systems (ZauI etc.) and already a rock star in some
- Naturally creative with a knack for written communication
- Able to train others in the successful use of our digital tools
- Capable of most common IT tasks

Primary Responsibilities:

- ZauI and Checkfront reservation system architectures including; activities and their categories, packages and their categories, products and their categories, API connections, activity pricing options, notes and restrictions, notifications, online promotional codes, and price codes
- Ongoing management of *princeofwhales.com* and associated booking portals
- Ongoing management of *seavancouver.com* and associated booking portals
- Ongoing management of *kayakbc.ca* and associated booking portals
- Ongoing administration of Online Travel Agent extranets and promotions
- Ongoing administration of Digital Promotions through tools such as UnBounce
- Ongoing administration and implementation of other digital tools such as Google's G-Suite
- Setup and ongoing management of our Operations Centres IT infrastructure