



Long Point Eco-Adventures

Marketing Manager

Location: St. Williams (Turkey Point), Ontario (on-site)

Reports To: General Manager

Position Type: Full-Time

About Long Point Eco-Adventures:

Nestled in the heart of Ontario's Carolinian forest and just minutes from the shores of Lake Erie, [Long Point Eco-Adventures](#) is a four-season boutique eco-adventure resort offering unforgettable outdoor experiences.

From ziplining and axe throwing to glamping, stargazing in our observatory, and elevated culinary experiences at our [Marshview Patio and Bar](#), we create meaningful moments that connect people to nature and to each other.

We welcome families, couples, friends and groups, delivering everything from day adventures and weekend getaways to large-scale retreats and signature events.

As a growing, entrepreneurial business, we are constantly evolving, expanding our offerings, refining our guest experience, and finding new ways to stand out in Ontario's tourism landscape.

Our culture is **work hard, play hard**: we are nimble, move quickly, support each other, and bring energy, creativity, and pride to everything we do.

Role Overview:

Long Point Eco-Adventures is seeking a self motivated, creative, data-driven, and hands-on Marketing Manager to own and elevate our brand across all channels.

This is a dynamic role responsible for marketing strategy and execution, spanning digital, traditional, partnerships, communications, and events. You will play a key role in growing brand awareness, increasing engagement, and driving bookings through a mix of innovative and proven marketing approaches.

We're an entrepreneurial, fast-paced tourism business with a **work hard, play hard** culture and we're looking for someone who thrives in that environment.



Key Responsibilities:

Brand & Marketing Strategy

- Develop and execute a comprehensive marketing strategy aligned with business goals
- Own and evolve the LPEA brand across all channels
- Analyze booking, activity, and restaurant sales data to inform marketing strategy, campaigns, and priorities
- Identify growth opportunities, new audiences, and revenue-driving initiatives

Budgeting & Performance Management

- Develop and manage the marketing budget, allocating spend across channels to maximize impact
- Own a weekly marketing and revenue dashboard (ROMI), tracking marketing performance across bookings, activities, accommodations, restaurant sales and corporate bookings and report on performance
- Analyze booking, activity, and restaurant sales data to identify trends, gaps, and opportunities
- Translate insights into clear, actionable marketing strategies and campaign adjustments
- Partner with operations and leadership to align marketing efforts with revenue targets and capacity
- Continuously test, learn, and optimize campaigns based on data and insights

Digital Marketing & Advertising

- Lead digital marketing strategy and execution across paid and organic channels
- Manage and optimize Google Ads and paid social campaigns to maximize ROI
- Track and analyze performance using Google Analytics and other tools
- Oversee website performance, content updates, SEO, and conversion optimization
- Maintain and optimize Google Business listings

CRM & Customer Engagement

- Utilize HubSpot CRM to manage email marketing and customer engagement
- Develop automated workflows and lead-nurturing strategies
- Monitor campaign performance and continuously optimize segmentation and content

Content, Influencer & PR

- Oversee content creation across social media, email, and web
- Plan and execute influencer and creator partnerships to grow brand awareness
- Lead public relations efforts, including media outreach, press releases, and relationship-building with journalists and tourism partners
- Identify and secure media opportunities that position the brand and drive demand



- Ensure consistent storytelling and brand voice across all touchpoints

Partnerships & Traditional Marketing

- Build and manage partnerships with tourism organizations, local businesses, and media
- Plan and execute print campaigns (brochures, ads, publications, billboards)
- Collaborate with partners to expand reach and drive bookings

Events & Experiences

- Lead marketing and promotion of festivals, seasonal events, and on-site experiences
- Support event ideation and execution in collaboration with the operations team

Collaboration & Execution:

- Work cross-functionally with operations, sales, and leadership
- Manage external vendors (agencies, freelancers, media partners)
- Stay current on marketing trends, tools, and best practices

Qualifications:

- Degree or diploma in Marketing, Business, Communications, or related field
- 3 - 5+ years of experience in marketing, preferably in tourism, hospitality, or experiential businesses
- Strong experience with HubSpot CRM, Google Analytics, and Google Ads
- Proven ability to develop and execute multi-channel marketing strategies
- Experience with website management, SEO, and digital performance optimization
- Background in influencer marketing, PR and traditional/print campaigns is an asset
- Excellent written and verbal communication skills
- Strong attention to detail
- Highly organized, creative, noble self starter who is able to manage multiple priorities

Who You Are:

- A team player with a strategic mind who also loves to execute
- Accountable and reliable, you follow through and deliver results
- Creative, curious, and always looking for better ways to do things
- Adaptable and comfortable in a fast-moving environment
- A strong communicator and collaborative team player
- Energized by building something and making a real impact
- An adventurous nature lover



How We Work...aka Our Team Values:

Open & Respectful Communication

We speak honestly, listen actively, and assume positive intent.

- Give candid, kind feedback
- Raise issues early
- Listen to understand

Accountability & Ownership

We take responsibility, follow through, and provide clear direction.

- Own outcomes, not just tasks
- Set clear expectations
- Do what we say we will do

Collaboration & Support

We work as a team where people feel valued and supported.

- Help others succeed
- Share credit
- Step in when teammates need support, we aren't 'above' any role at LPEA

Growth & Continuous Improvement

We are curious, creative, and always improving.

- Look for better ways
- Try new ideas
- Learn from mistakes

Flexibility & Open-Mindedness

We stay adaptable and seek to understand before judging.

- Be willing to adjust
- Consider different perspectives
- Find solutions, not standoffs

Joy & Positive Energy

We bring fun, joy, and positivity to the experience.

- Celebrate wins
- Create memorable moments
- Keep the atmosphere uplifting

Team Perks:

- Work in a beautiful eco-tourism setting
- Access to unique activities, including ziplining, guided hikes, and Joro Outdoor Spa
- Discounts at our onsite restaurant and brewery
- Competitive compensation and opportunities for growth



To Apply:

What are you waiting for?

Come join the team and adventure by submitting your resume and cover letter to angela@lpfun.ca with the subject line: **“Marketing Manager Application”**

Posting closes 5pm EDT Monday, May 18, 2026.

Only those selected for an interview will be contacted. Thank you in advance for your interest!