



College Ambassador

Intrepid Travel is a worldwide travel company specializing in sustainable small group travel for the past 20 years. We operate trips around the globe, spanning five continents. Wherever we go in the world, we take a responsible attitude with us. We mostly take public transport, stay and eat in small-scale, locally-owned establishments, travel in small groups, and spread the word on sustainable tourism wherever possible. We have 450 trips in over 90 countries.

Intrepid Travel has started a College Ambassador Program on campuses across the US to connect with college students and enhance awareness of Intrepid's unique style of travel. The program will build awareness through strategic grassroots marketing tactics, flyering campaigns, street teams, tabling and event sponsorships.

Intrepid Travel is looking for enthusiastic College Ambassadors to represent Intrepid on their campus and execute innovative viral marketing campaigns to create buzz and awareness for the Intrepid brand.

Job description and application are available at: www.intrepidtravel.com/collegejobs

To apply for this position, please email your resume and application by October 5, 2008 to usa.employment@intrepidtravel.com

POSITION PURPOSE:

- To be an enthusiastic representative of Intrepid on campus and execute innovative viral marketing campaigns to create buzz and awareness for the Intrepid brand

QUALIFICATIONS AND EXPERIENCE:

College Sophomore, Junior or Senior with active campus life

Previous Intrepid traveler preferred

Independent or group travel experience in Asia, Africa, and/or South America

Outgoing, resourceful and able to demonstrate leadership while maintaining a friendly demeanor at all times

Genuinely embrace the Ambassador role on and off campus

Maintain flexible hours (weekends and evenings required depending on schedule)

Previous marketing experience in the travel industry preferred

Outgoing, energetic, and enthusiastic

Ability to lift 30 pounds

Should have access to digital camera, reliable transportation and storage space

Competent in use of Microsoft office products

Experience preferred but not required in the following areas:

- Event marketing and promotions
- Street teams
- Brand ambassador

OTHER SKILLS AND ATTRIBUTES:

An understanding of and belief in Intrepid's Responsible Travel philosophy and Core Values

Passion for travel in the Intrepid style

Strategic thinker but a roll-up-the sleeves doer

Problem solving and decision making capacities

Ability to work independently and in a team

Capacity to work under pressure and juggle multiple tasks

Friendly, flexible and a sense of humor

Extreme attention to detail

RESPONSIBILITIES:

Plan and implement all aspects of a marketing campaign on campus

Initiate and build partnerships with campus organizations and clubs to build awareness of Intrepid, its destinations and future events

Increase brand recognition and promote Intrepid by developing and maintaining online social networking groups and employing viral marketing tactics

Research key opportunities in the college market and increase positive exposure of the Intrepid Travel brand

Act as the Intrepid Travel Ambassador by representing the brand with positive and enthusiastic support for the product at

all times

Submit expense sheets, event requests and reports in a timely manner

Contract Pay: This is a contract position with compensation of \$400 - 2,300+ per semester and the opportunity to earn a complimentary trip. A detailed payment structure compensates the Ambassador's initiative monthly in developing and implementing a marketing plan for their campus and executing flyer campaigns, maintaining online social networks, organizing promotions, tablings and other event marketing tasks.

Work Hours: Flexible; 5-15 hours per week

NOTE: Eligibility is contingent upon being legally able to work in the US and being a current Sophomore, Junior or Senior at an accredited 4 year College or University within the United States that has an enrollment of at least 5,000 undergrads