



a force on the move,
island to island.

WE'RE HIRING!

We're the people who turn sun, sea, sailing and island hopping into the most unforgettable weeks of your life and we're looking for someone to come and join the team.

Please see the job description below and apply via the link at the bottom.

We look forward to hearing from you!

Job Title: Marketing, Brand & Delivery Coordinator

Location: Remote (UK/Europe based), with a requirement to work in Greece/Croatia during the summer (expected 8 weeks)

Reporting to: James Low, Head of armada (marketing and brand activity overseen by marketing team)

Contract type: full-time, 37.5h / week

Hours: Flexible for the right candidate (plus full time seasonal peaks in summer months)

Salary: £26,000 - £28,000 (depending on experience, pro rata)

DEADLINE FOR APPLICATIONS: 5th January 2026, with initial interviews starting week commencing December 15th 2025.

About us

armada deliver unforgettable sail weeks across Greece and Croatia and are looking for someone equally adventurous to help shape the next chapter. This is a unique opportunity to blend your love of sailing with marketing, communications, and brand support work. You'll spend part of your summer sailing in stunning destinations, and the rest of your time working remotely to help bring the *armada* brand to life across our social and digital channels.

The focus for 2026 will be on marketing, though there's scope for the role to evolve to include sales and account management.

About the role

You'll work closely with James Low, who is one of the original founders of the brand and heads up armada, alongside a wider team to help deliver an exceptional summer on the water. The role combines hands-on sailing with commercial and creative work that brings the armada experience to life. There are three key parts to the role. We don't expect you to tick all three, but if you can, that's brilliant.

1: Delivery on site (non-negotiable)

The Marketing, Brand & Delivery Coordinator will support the operational and promotional success of armada in Greece and Croatia during the summer.

- Act as a key part of the on-water delivery team, supporting flotillas for both student and branded event groups.
- Represent the brand professionally at all guest check-ins, briefings, and events.
- Support social events, theme nights and partner activities to enhance guest experiences.
- Ensure yachts, signage, uniforms, and printed materials meet brand guidelines.

Marketing on site

- Create engaging social media posts, stories, and reels in line with strategy and consistent to brand
 - Lead on managing social media channels, including scheduling posts, monitoring engagement, and responding to community interactions.
 - Gather testimonials, guest feedback, and user-generated content for post-season marketing.
 - Oversee content creators to capture high-quality photo and video content of sailing, guest experiences, events, and activities for use across digital platforms.
 - Lead on guest communications each week, to provide clear and timely information regarding itineraries, check-in processes, events, and daily schedules.
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2: Marketing & Brand (core focus for 2026)

For the rest of the time, this role will focus on promoting the armada offering, focusing on retention of customers and new growth via various marketing activity and community management

- Implement ongoing armada marketing activity across multiple channels, in line with strategy and consistent to brand. You will be given a monthly plan to activate and report / improve

- Channels will include (but not be limited to) social media, CRM, sales ambassador programmes and direct marketing across multiple channels, in line with strategy and consistent to brand.
 - Manage and brief content creators, ambassadors, and influencers
 - Assist with the briefing and coordination of asset creation (brochures, digital packs, visuals and sales assets for wider sales team).
 - Help maintain armada's website and community channels.
 - Maintain a positive online presence through gathering content and feedback reviews from flotilla weeks for future campaigns.
 - Assist and coordinate the implementation of partnerships activity and deliverables
 - Lead recruitment campaigns for armada delivery teams
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3: Account Management & Sales (Future Development)

- If group crossover increases, support with managing a small portfolio of repeat or student groups.
 - Coordinate with other sales Account Managers to align client communication and booking activity.
 - This may develop into a larger part of the role in 2027 and beyond.
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Who we're looking for

- Someone with a strong eye for visual content who can organise and curate a brand aligned and cohesive media bank
 - A confident and adaptable writer, capable of producing clear and engaging copy for various channels
 - Creative thinker with an interest in marketing, brand storytelling, and digital engagement.
 - Someone who's excited to help deliver promotional activity across various channels
 - Confidence on boats, as all time spent in Croatia and Greece living on board yachts.
 - Energetic, adaptable, and excited by a varied role spanning both water-based and remote work.
 - Excellent communication and collaboration skills.
 - Comfortable working independently with changing priorities across the season.
 - Sailing qualifications and experience in the Med a bonus.
 - Someone looking to turn a seasonal adventure into a long-term career path.
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[APPLY HERE](#)
