



Director, Marketing

Tourism Saskatchewan is a provincial Treasury Board Crown Corporation whose purpose is to promote Saskatchewan as a tourism destination by providing in and out-of-province marketing, delivering visitor services and developing tourism experiences.

The organization is seeking a Director of Marketing based in Regina. Reporting to the Executive Director, Marketing and Communications, this position is responsible for managing the marketing team including the areas of advertising, social media, travel trade, travel media, and content marketing. The position is responsible for business and strategic planning, budget management and accountability, and project management. Ideally, you will possess experience in marketing that includes the planning and execution of content creation, curation, publishing and digital marketing. You will have a university degree in a field related to marketing and have at least five years of relevant experience. You will have demonstrated leadership abilities and possess a proven track record in managing others. Superior communication skills, both verbal and written, are also required.

We are looking for a dynamic, forward-thinking leader, capable of collaborating with internal and external stakeholders, while effectively managing resources and inspiring and motivating staff.

A comprehensive compensation and benefits package is provided.

Applications should be sent, in confidence, to:

Joan MacPhail
Manager, Human Resources
Tourism Saskatchewan
189-1621 Albert Street, Regina, SK S4P 2S5
Joan.MacPhail@tourismsask.com

Applications must be received by 5:00 pm on Friday, September 3, 2021.

Additional organizational information is available at
<https://business.tourismsaskatchewan.com/>.