



**Job Title:** Travel Trade Market Consultant

**Classification:** In-scope, unionized position

**Range:** \$2658.56 - \$3679.26 semi-monthly, placement in range commensurate with experience and qualifications

**Term:** Term of 2 Years, starting as soon as possible, or by September 1, 2021

**Location:** Regina

Tourism Saskatchewan is seeking an organized, self-motivated individual to provide a lead role in tourism business development through travel trade channels as identified through the strategic marketing plan in support of the organization's strategic priorities. Awareness and demand for Saskatchewan experiences in target export and niche markets is generated by promotion through travel trade distribution channels. This is accomplished by working closely with Tourism Saskatchewan partners, members of the travel industry, and other Tourism Saskatchewan departments.

Reporting to the Director of Marketing, the responsibilities and duties of this position are:

- Develop, implement and evaluate a tactical travel trade-focused sales strategy that aligns with Tourism Saskatchewan's strategic marketing objectives and builds brand reputation in target export and niche markets.
- Identify priority travel trade business opportunities, potential travel buyers, specific products and new exploratory markets, and develop specialized programs with selected travel influencers (inbound and outbound tour operators, online travel agencies, airlines, travel agents and travel trade media).
- Identify and build alliances with non-traditional partners including brands that resonate with target export and niche markets.
- Build awareness and relationships with key travel influencers to develop and expand opportunities for Saskatchewan in export and niche markets.
- Support tourism destination marketing organizations and government partners in the growth of business events through research and prospecting opportunities to grow incentive travel in Saskatchewan in alignment with the sectors of excellence identified by Business Events Canada and local partners.
- Maintain regular communication with industry members.

- Build and maintain close, mutually productive relationships with relevant travel influencers from key markets through participation in appropriate marketplaces, sales missions, trade shows and the development of familiarization trips.
- Liaise with contracted general sales agents on activities and programs to build awareness and sales of Saskatchewan's tourism products.
- Provide market intelligence to industry and ensure the connection between appropriate industry and travel trade prospects is made.
- Provide training and advice to tourism industry partners in defining marketing strategies directed at travel trade markets, building export-readiness capacity and in the creation of appropriate sales collateral, itineraries and packages.
- Participate in Tourism Saskatchewan's product development initiatives as required.
- Work with marketing and communications staff to identify content needs for target export and niche markets, and coordinate the creation of market appropriate written and visual content and collateral.
- Contribute to the development of the Tourism Saskatchewan Business Hub.
- Represent Tourism Saskatchewan on relevant committees.
- Represent Tourism Saskatchewan at the various levels of government, private sector and associations in planning, organizing, implementing and evaluating courses of action in promoting travel to Saskatchewan.
- Keep informed on matters relating to the tourism industry and its development.
- Compile and assess research data relating to travel trade activities.
- Develop and maintain effective working relationships with key internal contacts to identify trends and key group interests and opportunities.
- Other marketing activities as required as a member of the Marketing team, including contributing to the planning and implementation of the overall marketing strategy.
- Responsibility for management of budget related to travel trade tactics as part of the overall marketing plan program budget.
- Support content marketing activities as required.
- Perform other related duties incidental to the work described herein.

The knowledge, skills and abilities required for this position are:

- Marketing, Business Administration, or Tourism diploma or degree or equivalent experience and/or education.
- Demonstrated sales experience (minimum 5 years' experience), preferably selling a destination or tourism property.
- Knowledge of market segmentation and personas is considered an asset.
- Thorough knowledge of the tourism industry in the province.
- Willingness to travel extensively.
- Superior writing and communication skills.
- Strong interpersonal and organizational skills.

- Ability to multi-task and meet deadlines in a fast-paced environment.
- Proficient in Microsoft Office.
- Basic understanding of the budgeting process.
- Ability to work in a team environment.
- Ability to work independently and complete projects with little or no guidance.
- Possess a valid Saskatchewan driver's license.
- Outdoor skills and the ability to participate in physical activities such as canoeing, hiking, fishing, etc.

Please submit your resume by 5:00 p.m. on Wednesday, August 18, 2021, to:

Joan MacPhail  
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