



**Job Title:** Marketing Assistant (Global Markets and Events)

**Range:** \$2236.33 - \$3095.64 semi-monthly

**Term:** Permanent, Full-Time position

**Location:** Regina

Tourism Saskatchewan is seeking an organized and self-motivated individual to fill the role of Marketing Assistant. This position supports the growth of new market opportunities by contributing to strategic initiatives and special projects in the areas of Global Markets and Events and Partnership Programs. The position will work closely with the Director, Global Markets and Director, Events and Partnership Programs and their teams to provide support for marketing projects and B2B inquiries, develop marketing collateral like itineraries and presentations, provide coordination for marketplaces, events, familiarization tours, campaigns, funding programs and partnered projects.

Reporting to the Director, Global Markets and Director, Events and Partnership Programs, the duties of this position are:

- Assist with marketing initiatives and projects as required, including marketplace support, familiarization tours, collateral packages, event activation and coordination, execution of campaigns and marketing tactics, sponsorship fulfilment, and the coordination of marketing and event funding programs.
- Support the growth of business and major events through the coordination of stakeholder communications and logistics.
- Provide administrative support, including coordinating and scheduling meetings, taking meeting minutes, visa and expense claim preparation, tracking and coding invoices and contracts, accounts payable requisitions and delegation, responding to department requests and queries and making travel arrangements as required.
- Assist with letters of invitation for visiting international media.
- Assist with hosting familiarization tours as required.
- Assist with the preparation and curation of marketing content, including reports and presentations, itineraries, trade and media requests and industry communications.
- Arrange shipments of displays and collateral for marketplaces, consumer shows and events.
- Coordinate display management, including maintenance and replacement.
- Assist with securing promotional items and maintaining inventory.
- Assist with media monitoring and maintaining metrics.
- Provide back-up support to the division procurement lead, as required.
- Ensure content on the Business Hub is accurate, relevant, and refreshed.
- Perform other duties incidental to the work performed herein.

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

- Marketing, Business Administration, or Tourism diploma or degree or equivalent combination of experience and/or education.
- Proficient in Microsoft Office.
- Knowledge of procurement processes is an asset.
- Must be able to exercise good judgement, prioritise responsibilities and make decisions based on established policies and procedures.
- Must have strong problem-solving skills.
- Ability to analyze and prioritize work assignments to meet deadlines is necessary.
- Ability to work independently, quickly, and under pressure is required.
- Must have excellent written and verbal communication skills.
- Must have strong knowledge of Saskatchewan's tourist attractions, destinations, and events.
- Must possess attention to detail.
- Knowledge of budget process is an asset.
- Good interpersonal and organizational skills are required.
- Must have ability to adjust to changing priorities and workloads.
- A minimal amount of travel may be required.

Please submit your resume by 5:00 p.m. on Wednesday, March 27, 2024, to:

Joan MacPhail  
Executive Director, Human Resources  
Tourism Saskatchewan  
189-1621 Albert Street  
Regina, SK S4P 2S5  
[careers@tourismsask.com](mailto:careers@tourismsask.com)

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- ✓ *Testing may be done to evaluate knowledge, skills and abilities.*
  - ✓ *As per Tourism Saskatchewan's policy, the successful candidate is required to provide a satisfactory criminal record check.*
  - ✓ *The successful candidate may be required to provide proof of acquired education.*