



Job Title: Market Development Consultant, Travel Trade

Range: \$2793.68 - \$3866.25 semi-monthly

Term: Permanent, full-time

Location: Regina

Tourism Saskatchewan is seeking an organized, self-motivated individual to provide leadership in tourism business development through travel trade channels, as outlined in the Travel Trade and Media Strategy, in alignment with the organization's strategic priorities. Based in our Regina office, this role is responsible for generating awareness and demand for Saskatchewan experiences in key export and niche markets by leveraging travel trade distribution networks. This is accomplished by working closely with Tourism Saskatchewan partners, including industry operators, tourism marketing organizations, and other Tourism Saskatchewan departments.

Reporting to the Director of Global Markets, the duties of this position are:

- Develop, implement and evaluate a tactical travel trade-focused sales plan that aligns with Tourism Saskatchewan's Travel Trade and Media Strategy and builds brand reputation in target export and niche markets.
- Identify priority travel trade opportunities, potential buyers and exploratory markets, and cultivate strong relationships with key travel influencers – such as tour operators, OTAs, airlines, and niche outlets – through specialized programs, trade events, and familiarization trips.
- Identify and build alliances with non-traditional partners and key travel influencers - including brands, tour operators, and niche market leaders – to expand awareness and opportunities for Saskatchewan in target export and niche markets.
- Support tourism destination marketing organizations and government partners in the growth of business events through research and prospecting opportunities in alignment with the sectors of excellence identified by Business Events Canada and local partners.
- Maintain regular communication with industry members, focusing on building an inventory of niche-specific products and sharing market intelligence to connect them with relevant travel trade opportunities.
- 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 with a focus on niche products as outlined in the Travel Trade and Media Strategy.
- Liaise with contracted general sales agents on activities and programs to build awareness and sales of Saskatchewan's niche tourism in overseas markets.
- Work closely with Destination Development on the growth and development of export-ready industry and participate in product development initiatives as required.

- Collaborate with the marketing and communications teams to align strategic efforts to grow export and niche markets, identifying opportunities to integrate travel trade and media activities into paid marketing campaigns and ensuring the creation of market-appropriate 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, include contributing to the planning and implementation of the overall marketing strategy.
- Management of budget related to travel trade tactics as part of the overall Global Markets 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 niche markets is considered an asset.
- Thorough knowledge of the tourism industry in the province.
- Extensive travel required.
- 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 **9:00 a.m. on Monday, September 15, 2025** to:

Joan MacPhail
Executive Director, Human Resources
Tourism Saskatchewan
189-1621 Albert Street
Regina, SK S4P 2S5
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.*