

Vice President, Marketing

Travel Manitoba

This is Manitoba's time on the world's tourism stage. Powered by the iconic 'Manitoba, Canada's Heart Beats' brand, its driven and progressive industry partners, and an array of transformative demand-generating visitor experiences in all its regions, tourism continues to deliver as a major economic engine for the Province.

It is within this context that Travel Manitoba is seeking a forward-thinking, digital marketing professional to join its award-winning team and be Travel Manitoba's **Vice President, Marketing**.

Reporting directly to the Executive VP & COO and indirectly to the President and CEO, the new Vice President, Marketing, will lead and mentor the marketing division in the delivery of high quality, brand-focused content and advertising. This is an exceptional opportunity to be part of a Crown corporation whose role is to provide leadership by collaborating with tourism businesses, communities, destination marketing organizations and governments to realize the full potential for tourism in Manitoba. Areas of responsibility will include advertising, content marketing, digital marketing, sales and market development, and niche marketing (e.g. fishing / hunting). As a key member of the Executive Management Committee, the VP Marketing will be accountable for the development and execution of the annual marketing plan and will provide strategic input into the future direction of the corporation. The VP Marketing will represent the corporation effectively with external audiences and diverse stakeholders.

As the ideal candidate, you are an exceptional leader and a bold, creative, and expert strategist who sees this role as a province building opportunity that will serve Canadians for generations to come. You have a post-secondary degree in Marketing or relevant field combined with senior management roles leading advertising, marketing, communications, and/or sales teams. Your keen sense of multi-media promotional platforms has been at the fore of your brand strategy development and business plans; this has led to your success in inspiring and engaging a variety of audiences in being a market leader. You are known as a collaborative colleague and for your ability to lead high performing teams. An understanding of the tourism industry or a related business sector is considered an asset.

If you are interested in taking Travel Manitoba to the next level, please send your CV and cover letter in confidence to Michelle Richard and Richard Rankin at rrankin@boyden.com. **Please include "Vice President, Marketing, Travel Manitoba" in the subject line of your email.**

We thank all applicants for their interest; however, only those under consideration for the role will be contacted.

Travel Manitoba is committed to building diverse, equitable, inclusive, and accessible working environments and welcomes those who would contribute to the further diversification of staff including, but not limited to, women, racialized persons, Indigenous peoples, persons with disabilities, and persons of any sexual orientation or gender identity to apply.