

JOB OFFER- 2ND POSTING

MARKETING ADVISOR

INDIGENOUS TOURISM QUEBEC | FULL-TIME JOB

PLACE OF WORK:	510-50 boul. Maurice-Bastien, Wendake (QC)
SCHEDULE:	35 hours/week — flexible time
STATUS:	Regular full-time employment
SALARY:	To be discussed, depending on experience and skills
EMPLOYEE BENEFITS:	Group insurance and pension plan
STARTING DATE:	January 6 or asap

OFFER DETAILS

Indigenous Tourism Quebec (ITQ) is looking for a Marketing Advisor to join its versatile and dynamic team.

Under the supervision of the Executive Director, the Marketing Advisor will plan, organize and carry out activities related to the strategic promotion and marketing of the Indigenous tourism industry and its members through tours, trade shows, meetings, content marketing and advertising aligned with the unique branding of our sector.

The Marketing Advisor will lead marketing strategies in Quebec and abroad with strategic partners in the tourism industry, showcasing our stewardship in the Indigenous tourism experience.

MAIN DUTIES

- Participate actively in carrying out ITQ's 2017-2022 five-year action plan in terms of activities, programs, initiatives, strategies and vision for the marketing of Indigenous products and services in Quebec
- Manage and coordinate the association's marketing projects and activities with various partners based on the analysis of competition, markets, trends and generate reports (including accountability reports)
- Draft and coordinate the annual dashboard of promotional activities within and outside Quebec, manage and carry out the activities in target markets and assess them
- Develop and coordinate a content strategy across all platforms for target markets
- Collaborate with the marketing officers/teams of members, partners and regional and sectoral tourism associations
- Build new business partnerships
- Coordinate the strategic initiatives of the Indigenous traditions roundtable with the Alliance de l'industrie touristique du Québec and partners
- Ensure that marketing tools meet quality standards and comply with branding
- Measure and analyse the performance of all the marketing initiatives under his/her responsibility, participate in the production of reports/campaign evaluations, share results with participating partners
- Benchmark competition and markets, and assess the impact of his/her activities to recommend best marketing initiatives
- Monitor trends and best practices in the tourism industry, among the competition and influencers
- Participate in the management of the financial resources allocated to his/her department
- Any other related tasks deemed relevant

QUALIFICATIONS AND PROFILE

- University education in a field related to marketing, tourism, Indigenous studies or any other relevant discipline
- 5 years of experience (or equivalent) in marketing management and/or tourism



- Knowledge of the tourism industry, the main stakeholders in Quebec and Canada, the travel trade, the tourism media and influencers, etc.
- Experience in press relations and in influence marketing
- Working proficiency in essential IT applications: Microsoft Office, Windows and mobile platforms
- Ability to multitask various projects, follow-up on budgets and drive priorities
- Excellent communication skills both verbally and in writing, in English and French (bilingual imperative)
- Strong organisational skills will be required as well as work schedule flexibility
- Creative, curious to learn, autonomous, initiative-driven and detail-oriented
- Must be available for frequent business trips
- Coordination skills for press and familiarization tours
- Ability to work with multidisciplinary teams and to share ideas
- **Given equal skills, an Indigenous candidate will be considered on a priority basis**

HOW TO APPLY

Please submit your **cover letter** and **résumé** to Patricia Auclair, ITQ Operations Manager.

DEADLINE: FRIDAY, JANUARY 24 BY NOON (12 PM)

By email only:

administration@tourismeautochtone.com

Please specify email subject line: Application for **MARKETING** Advisor



Indigenous Tourism Quebec (ITQ) is the sectoral tourism association recognized by the provincial ministry of tourism as the official representative of Indigenous tourism and by the Assembly of the First Nations of Quebec and Labrador as the key interlocutor for tourism. Dedicated to the marketing of Indigenous tourism experiences and products, ITQ provides the Indigenous tourism entrepreneurs of Quebec's 11 Nations with a representative body that safeguards their interests, supports their development and offers a range of products and services that promote business development, improve business practices and increase their visibility in tourism markets. Founded over 28 years ago, ITQ is the country's first provincial tourism association.

In Quebec, the number of Indigenous tourism enterprises has more than doubled since the early 2000s. Tallying 230 Indigenous tourism enterprises, Indigenous Quebec welcomes 1.2 million visitors, sustains more than 4,200 jobs and generates \$169 million in economic benefits every year.

Note: Only candidates selected for an interview will be contacted.