



## Director, Global Markets

Tourism Saskatchewan is a provincial Treasury Board Crown Corporation whose purpose is to promote Saskatchewan as a tourism destination by providing in and out-of-province marketing, delivering visitor services and developing tourism experiences.

The organization is seeking a Director, Global Markets. This position will be based in our Regina office. The Director, Global Markets is responsible for advancing organizational priorities to develop export and niche markets and to strengthen the province's competitive advantage in domestic and international markets. This position will contribute to strategic and business planning for the organization and the Marketing and Communications division, and will provide management, leadership, supervision, and expertise to coordinate travel trade, travel media and consumer-direct sales channels. This is accomplished by working closely with the Global Markets team, Tourism Saskatchewan employees and partners, tourism industry, tourism marketing organizations, general sales agents, Destination Canada and the Government of Saskatchewan's international trade offices.

We are looking for an experienced and strong leader with in-depth knowledge of export travel markets and Saskatchewan's tourism industry. This leader will be capable of collaborating with internal and external stakeholders and will also inspire and motivate a skilled marketing team.

A comprehensive compensation and benefits package is provided.

Applications should be sent, in confidence, to:

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

Applications must be received by 9:00 am on Monday, June 19, 2023.

Additional organizational information is available at

<https://business.tourismsaskatchewan.com/>