

Recruitment Ad

**Marketing Director  
Northwest Territories Tourism  
Yellowknife, NT**

NWT Tourism, the Destination Marketing Organization for the Northwest Territories, is seeking a Marketing Director to help generate increased awareness of and visitation to the NWT from domestic and international markets.

**Role & Responsibility**

Reporting to the Chief Executive Officer, the Marketing Director leads the development and implementation of the Northwest Territories' annual destination marketing plan. This includes leading and coaching members of the marketing team, directing the activities of the Agency of Record, overseeing partnerships with Destination Canada and other industry partners, as well as managing contracted Sales and Marketing Agents in Germany, Japan, Korea, China and Australia and ensuring excellence in managing the marketing budget.

**Qualifications**

A diploma or undergraduate degree in marketing, or business administration with at least five years' experience in a senior tourism marketing position with a Destination Marketing Organization, Government tourism office, or private sector business. Must have experience supervising staff. Knowledge of the NWT's Tourism products and marketing initiatives is considered an asset.

**Other**

NWT Tourism offers a competitive salary with benefits and will provide relocation assistance in Canada for the successful candidate. The successful candidate will require a valid passport for international travel.

**Deadline to Apply: Friday, June 28, 2019**

All applicants should submit their cover letter and resume to:

Chief Executive Officer  
NWT Tourism

Email: [executive@spectacularnwt.com](mailto:executive@spectacularnwt.com)

While we thank all candidates for their interest, only those selected for an interview will be contacted.