



## Director, Marketing & Visitor Experience

Tourisme Baie-James (TBJ) and Eeyou Istchee Tourism (EIT) are regional tourism associations and not-for-profit organizations whose mission is to foster regional collaboration, support tourism development, and promote their territory.

As key partners of Tourisme Québec, TBJ and EIT help shape tourism priorities and strategic orientations, while acting as catalysts for regional and interregional stakeholders.

Within the strategic partnership between TBJ and EIT, marketing and visitor experience are managed through an integrated approach designed to ensure consistency between the brand promise and the on-the-ground experience.

This integration connects destination marketing, experience packaging and commercialization, and the quality of visitor welcome to deliver a cohesive, inspiring, and sustainable experience across the territory.

The Marketing & Visitor Experience function is responsible for coordinating initiatives designed to attract, inform, and support visitors, while showcasing the distinctive human, cultural, and natural assets of the Eeyou Istchee Baie-James destination.

A dedicated visitor welcome resource also reports to this role and is shared between TBJ and EIT to ensure service continuity, and a consistent image and visitor experience, across the shared Eeyou Istchee Baie-James destination. This integrated structure maximizes regional coherence, marketing performance, and visitor satisfaction, in line with national strategic orientations in experiential marketing and sustainable tourism.

### Purpose of the role

Reporting jointly to the Director General of TBJ and the Executive Director of EIT, the Director, Marketing & Visitor Experience leads the planning, implementation, and evaluation of **destination marketing** strategy, **promotions**, **communications**, **digital marketing**, and **regional visitor welcome services** for the Eeyou Istchee Baie-James destination.

## Key Outcomes

The person in this role will help to:

- Increase **awareness, desirability, and tourism performance** of the destination;
- Ensure alignment between **promotional messaging** and the **visitor experience on the territory**;
- Showcase distinctive **human, cultural, and natural** experiences;
- Strengthen coordination between marketing, visitor welcome, and product development;
- Support a **sustainable** visitor experience aligned with Territorial values and Tourisme Québec's orientations.

## Key responsibilities

### 1) Strategy and Planning

- Develop and update the Marketing & Visitor Experience strategy (three-year plan and annual plans);
- Define positioning, target markets, and key messages based on trends and tourism intelligence;
- Contribute to budgeting, reporting/accountability, and identifying funding sources;
- Embed principles of sustainability, inclusion, and intercultural awareness in strategies and actions.

### 2) Brand, Promotion and Communications

- Ensure consistency of the Eeyou Istchee Baie-James brand across all platforms and materials;
- Oversee multi-channel campaigns (digital, radio, outdoor, influencer, print);
- Lead content creation (photo, video, storytelling, newsletters, podcasts) and media relations;
- Highlight flagship products and experiences (structuring projects, themed routes, cultural/nature initiatives).

### 3) Digital Marketing and Performance

- Manage digital platforms (website(s), social media, SEO/SEM, digital advertising, databases);
- Track performance indicators (traffic, engagement, conversion, etc.) and recommend optimizations;

- Maintain an active watch on experiential marketing trends, technologies, and travel behaviours.

#### **4) Visitor Welcome and Experience**

- Coordinate welcome services and touchpoints (offices, kiosks, mobile and event-based welcome);
- Harmonize welcome standards and the quality/consistency of visitor information;
- Supervise the marketing team (two positions) and the shared visitor welcome resource (information updates and dissemination);
- Contribute to training and mobilization of the visitor welcome network;
- Integrate welcome and visitor data into performance analysis.

#### **5) Partnerships and Resource Management**

- Lead and mobilize internal and external resources (agencies, suppliers, consultants);
- Collaborate with TBJ-EIT teams, joint committees, and institutional partners;
- Represent the destination in certain provincial and national initiatives, as required.

#### **Profile and Qualifications**

- University degree in marketing, tourism management, communications, or a related field;
- 5–10 years of experience in destination marketing, brand management, or customer/visitor experience development;
- Demonstrated experience leading integrated projects and working across organizations;
- Strong understanding of experiential marketing in a place-based/territorial context;
- Solid command of digital marketing and destination storytelling;
- Knowledge of the region (or northern context) and intercultural experience (a strong asset);
- Excellent proficiency in French and English (spoken and written);
- Collaborative leadership style, strategic mindset, and a caring/people-centred approach;
- Strong rigour, autonomy, initiative, and ability to manage competing priorities;
- Excellent communication and stakeholder mobilization skills;

- Experience working in an Indigenous context (asset).

### **Working Conditions and Environment**

- Joint TBJ–EIT governance structure provides oversight and prioritizes mandates;
- Permanent full-time position (35 hours/week), based in Chibougamau and Ouje–Bougoumou;
- Salary based on experience and internal policy;
- Valid Class 5 driver’s licence required (frequent travel within the territory and within Québec);
- Supportive, collaborative work environment with inspiring offices located on a lakeshore and in a Cultural Institute;
- Desired start date: immediate or as soon as possible.

### **Interested?**

Please submit your application in complete confidentiality, to: **Claude Martel**, Executive Vice-President, Morgan Philips Canada [claude.martel@morganphilips.com](mailto:claude.martel@morganphilips.com)