Gouvernement du Canada | Government of Canada

Commission des champs de bataille nationaux | The National Battlefields Commission

CAREER OPPORTUNITY

Since 1908, the National Battlefields Commission (NBC), a federal government agency, has had a mandate to conserve and promote National Battlefields Park, a breathtaking gathering place in Quebec City that includes the Plains of Abraham and Des Braves Park. As guardians of this historic urban park and its unique heritage, NBC employees work to make it a welcoming, inspiring, and inclusive space.

As part of its 2022-2025 strategic plan, "**Un espace dynamique, un patrimoine unique**", and recent restructuring, the NBC is looking to fill two new positions on its management team, including a director of marketing and development, shown below.

DIRECTOR OF MARKETING AND DEVELOPMENT

The director of marketing and development will have a unique opportunity to guide the development of a new branch that will become one of the pillars of the organization. Reporting to the Secretary-General Manager, the director is responsible for the strategic management of marketing activities and program development.

- Develop innovative marketing programs to promote the organization's mission and transform the client experience. Enhance the reputation and visibility of the NBC to make it a respected major actor to highlight the city of Québec, the province of Quebec, and Canada;
- Participate actively in the implementation of the 2022-2025 strategic plan to help the NBC achieve its growth, performance, and reputation objectives;
- Sit on the management committee and actively participate in defining the NBC's orientations and developing its objectives; and
- Be a leader and coach to mobilize and motivate employees towards their mission within the organization.

MORE SPECIFICALLY:

- Develop action plans to stimulate and enhance partnerships between different actors within the NBC ecosystem (history and heritage, tourism, media, event planning, recreation and outdoor activities);
- Implement strategies to increase the NBC's reputation and visibility;
- Define guidelines, objectives, priorities, and action plans for the branch, according to the NBC's strategic orientations;
- Develop marketing research activities to identify different client bases, their profiles, and their personalities, and run a data management system to optimize strategic decision making;

- Analyse and optimize revenue streams (parking, shop, tickets, activities) and identify new opportunities;
- Define client experiences, develop programs (culture-entertainment and history-heritage-publishing), and be innovative in their implementation;
- Develop and adopt a customer service policy and membership program, as well as community relationships;
- Collaborate actively to develop the full potential of philanthropy to support the organization's mission;
- Integrate and optimize the use of digital strategies to reach the organization's objectives;
- Identify, develop, and launch projects that continuously improve performance and processes within the branch;
- Monitor a range of key performance indicators for the branch; and
- Manage financial, material, and human resources for the branch.

IDEAL CANDIDATE PROFILE:

- University training in marketing or another related field;
- Ten (10) years of experience in an advisory role for program and marketing strategy development, and significant experience in managing working groups;
- Excellent knowledge of current marketing practices, and specifically social networks, social media, web platforms, and digital marketing;
- Inspiring leadership and excellent interpersonal skills; ability to build productive and long-lasting relationships;
- Strong analytical skills, a good business acumen, and good negotiation skills;
- Proactive attitude and good sense of planning and organization; and
- Excellent French and English communication skills (oral and written).

SUBMIT AN APPLICATION:

Interested candidates should email their resume and cover letter to luc@blanchetrecrutement.com by Friday, December 10, 2021, at 12 pm (noon). Please include the name of the position in the subject line of your email.

Employment begins as soon as possible.

Only candidates selected for an interview will be contacted.

www.ccbn-nbc.gc.ca

The Public Service of Canada is committed to hiring competent staff who reflect the diversity of the Canadian population they serve. We promote employment equity and encourage you to indicate in your application whether you are a member of a designated group: women, Indigenous people, persons with disabilities, and members of visible minorities.