**Executive Director of Discover Miramichi, the Regional Destination Marketing Organization (ED RDMO)**

**About Us**

Formed in 2013, The Greater Miramichi Regional Service Commission (GMRSC) is dedicated to planning, facilitating, and delivering services to the Greater Miramichi region. The Regional Service Delivery model stems from the [Government of New Brunswick Action Plan for a New Local Governance System in New Brunswick (2011)](http://www2.gnb.ca/content/dam/gnb/Departments/lg-gl/pdf/ActionPlanLocalGovernance.pdf). The region contains five local governments (one city, one village and three rural communities), a large rural district, and three First Nation communities.  With three distinct cultures and three linguistic communities, the Greater Miramichi Region is multicultural and proud to welcome and promote diversity within the region. The GMRSC is establishing a Regional Destinations Marketing Organization (RDMO) to lead regional tourism promotion initiatives within the Miramichi Region.

**The Opportunity**

Reporting to the Board of Discover Miramichi , the ED RDMO will be responsible for leading the strategic direction, management, and growth of Regional tourism promotion initiatives within the Miramichi region. This role demands a dynamic leader with a proven track record in destination marketing, marketing strategy, stakeholder management, and/or driving economic development through tourism.

As the ED RDMO, your main duties include strategic leadership in tourism promotion and development. You will lead the creation and execution of a strategic plan for 2025-2030, ensuring it aligns with organizational goals and industry trends. You'll manage regional marketing strategies, focusing on digital tools, social media, and traditional advertising to engage target audiences and optimize campaigns through data-driven insights. Building strong partnerships with stakeholders, including the Discover Miramichi Board and the GMRSC and government entities, you will advocate for favorable tourism policies and enhance organizational visibility at industry events. You will oversee budgeting, pursue funding opportunities, and ensure transparent financial reporting. Additionally, you will manage the team through recruitment, training, and mentorship, fostering a culture of diversity, collaboration, innovation, and accountability to drive organizational improvement.

**Who You Are**

The ideal candidate is a visionary and self-motivated leader with a passion for sustainable tourism. You possess an entrepreneurial spirit and a deep understanding of marketing strategies, tourism trends and consumer behavior, staying current with the demands and dynamics of 2024 and beyond. Flexibility for travel within and occasionally outside the region and fluency in New Brunswick’s official languages are advantageous.

**Qualifications**

* Bachelor’s degree in Marketing, Business Administration, or related field.
* 5-7 years’ experience in destination marketing, marketing strategy, or tourism management.
* 3 years in a leadership role.
* Proficiency in digital marketing tools
* Bilingualism (English and French) is considered an asset.

**Salary**: $83,353-$100,000

To learn more about the ED RDMO role at the GMRSC, please contact Tanya Tynski at (902) 598-7423 tanya.tynski @mcadvisory.com.

*The GMRSC is committed to building an environment that is diverse and inclusive, representative of the communities in which we serve. We welcome and encourage applications from equity deserving groups such as racially visible, Indigenous, persons with disabilities, women in underrepresented roles and members of the 2SLGBTQIA+ community. If you have a disability and require an accommodation(s) to participate in the application, interviewing or selection process, please contact Tanya Tynski at tanya.tynski@mcadvisory.com.*

We appreciate all applicants; however, only those selected for an interview will be contacted.