



Travel Manitoba is a Crown Corporation responsible for stimulating innovative, sustainable tourism growth in Manitoba's \$1.82 billion tourism industry. In partnership with the tourism industry, Travel Manitoba is responsible for tourism marketing, visitor information services, research, and public information. We are looking for a highly motivated individual to join our team.

Position Title

Permanent Full Time – Specialist, Market Development

Position Summary

Reporting to the Senior Manager, Market Development, the Specialist, Market Development plays a key role in advancing domestic, national, and international sales initiative that strengthen Manitoba's tourism presence. The role is both strategic and operational – partnering with the Senior Manager to shape the annual strategic direction and exercising delegated authority to independently manage execution and activities within approved parameters such as budgets and timelines.

The Specialist, Market Development builds and maintains relationships with tour operators, travel agents, incentive buyers, and tourism partners, with a focus on expanding export-ready product availability and driving sales in key markets. The role also evaluates market opportunities, including reviewing, attending, and recommending trade shows and events that provide the strongest return on investment.

As a representative of Manitoba in international markets, this role engages with senior-level decision-makers such as CEOs, Managing Directors, and Business Event Managers, while collaborating with Global Sales Agents (GSAs) to extend Manitoba's reach. The position also ensures continuity in the Senior Manager's absence by maintaining essential reporting and addressing stakeholder needs.

Position Overview

- Plans, manages, and delivers familiarization tours and sales missions in collaboration with industry partners, including logistics such as booking, design, hosting, and escorting, while ensuring strong participation, quality experiences, and measurable results.
- Evaluates trade event opportunities and participates in selected marketplaces, building relationships with tour operators and incentive buyers, completing follow-up, and recommending those with the strongest return on investment. Requires evening, weekend, and domestic/international travel.
- Plans and hosts sales missions and related events to strengthen client relationships and expand Manitoba's market presence. Creates and delivers presentations at conferences, marketplaces, and sales missions to promote Manitoba's tourism offerings.
- Prepares, edits, and proofs a range of materials (editorial, content/advertorial, advertising, newsletters, and reports) in response to internal and external requests.
- Represents Manitoba in domestic and international markets, liaising with industry partners, provincial and municipal tourism bodies, government departments, and Destination Canada representatives, while collaborating with Global Sales Agents (GSAs) and engaging senior-level decision-makers to advance Travel Manitoba's tourism priorities.
- Builds and maintains relationships with partners while providing information and building awareness of Manitoba's export-ready tourism products. Develops itineraries and information packages to support sales to travel trade, business event planners, and incentive buyers.
- Collaborates with colleagues across the travel trade team and other divisions/departments, fostering mutual support to advance shared projects, organizational priorities, and effective communication.
- Prepares regular market updates for tourism industry partners by compiling reports, insights, and upcoming events.
- Coordinates preparation of event and marketing materials, including profile sheets, database listings, newsletters, articles, backgrounders, ads, and digital/social media content.
- Maintains and updates Travel Manitoba's travel trade CRM system, including researching and updating client profiles. Monitors, tracks, and reports on sales activities, market insights, and departmental outcomes to support strategic decision-making.

- Responds to content and image requests from tour operators and GSAs, supporting itinerary research, story development, and maintaining a database of materials for future use.
- Liaises with local industry partners on ROI of trade familiarization tours and Joint Marketing agreements, and contributes content (proofing, writing, photos, video) for Joint Marketing initiatives.
- Forecasts, codes, and processes expenses for market activities and reviews financial information as required, contributing to reporting for senior leadership.
- Collaborates with and provides support to team members as needed.
- Performs other related duties as required.

Qualifications

- Completion of post-secondary education in business, marketing, communications, or a related field. An equivalent combination of education and directly related experience will also be considered.
- Minimum of five (5) years of progressive professional experience in tourism, hospitality, business, marketing, economic development, or a related field.
- Demonstrated sales experience with strong problem-solving abilities.
- Ability to work independently and collaboratively as part of a team
- Strong interpersonal, verbal, and written communication skills, with the ability to adapt messaging to diverse audiences.
- Excellent organizational and time management skills, with the ability to balance multiple priorities and meet deadlines.
- Proven ability to lead and manage projects with limited supervision, ensuring timely and successful outcomes.
- Demonstrated flexibility and adaptability in dynamic or changing environments.
- Ability to balance multiple priorities and maintain performance under changing demands.
- Ability to plan and execute events, familiarization tours, sponsorship activations, and small conferences.
- High degree of accuracy and attention to detail in all work.
- Ability to provide leadership continuity by assuming key responsibilities and maintaining effective stakeholder relationships in the absence of the Senior Manager.
- Demonstrated flexibility and adaptability in dynamic or changing environments.
- Ability to multi-task in a high-pressure environment.

- Ability to plan and execute events, familiarization tours, sponsorship activations, and small conferences.
- Must be able to travel locally and internationally and work flexible/non-traditional hours.
- Strong presentation and public speaking skills, with the ability to confidently represent an organization to external stakeholders.
- Knowledge of Manitoba's travel experiences, tourism products, and businesses is considered an asset.
- Awareness of international market dynamics is considered an asset.
- Ability and willingness to travel locally, nationally, and internationally, and to work flexible or non-traditional hours as required.
- Experience working with international partners, agents, or diverse cultural stakeholders is an asset.
- Bilingualism (English/French, or another language relevant to target markets such as German or Spanish) is considered an asset.
- Current valid Manitoba driver's license tied to the travel requirements of the role.
- Proficiency in Microsoft Office Suite (Word, Excel PowerPoint); familiarity with project management and collaboration tools is an asset.
- Must have the ability to travel domestically and internationally, including meeting visa, vaccination, and other entry requirements of destination countries.

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- **Salary: \$68,538 - \$93,800**
 - **Closing Date: October 15, 2025**

Travel Manitoba is committed to creating and maintaining a skilled, diverse, and inclusive workplace. Candidates are encouraged to self-identify as a member of one or more employment-equity designated groups in their application. We invite applicants from Indigenous, Black, and racialized communities, women, persons with disabilities, and members of 2SLGBTQIA+ communities. We also welcome applications from non-Canadians who are eligible to work in Canada.

Travel Manitoba provides workplace accommodations for employees with temporary/permanent disabilities. Accessible accommodation throughout the selection process is available upon request.

Apply in writing to:

Travel Manitoba

21 Forks Market Road

Winnipeg, MB R3C 4T7

FX 1-204-927-7828

Email: hr@travelmanitoba.com

We thank all who apply and advise that only those selected for further consideration will be contacted.