



Marketing Director

The Nordik Group is a flourishing company whose goal is to rise to the top of the health, wellness, and tourism industries. It has proven itself as an industry trailblazer through its commitment and mission. The goal of the Nordik Group is to operate 10 spas across North America by 2027 and to push the industry to new heights by offering leading and innovative experiences in a way that will transform the company into an international leader in Nordic-style spas.

To fulfil its primary mission of making a difference in people's lives, the Nordik Group is leading multiple projects and gaining momentum by identifying business opportunities, getting involved, and bringing promising and large-scale projects to life. By relying on the diversity of its activities, the Nordik Group has created value and has grown its market.

We are currently on the lookout for talented individuals who, through their skills, will contribute to the company's growth and the fulfilment of its mission. Join the Nordik Group, a dynamic company comprising more than 500 passionate health and wellness professionals in Canada's capital region.

Nordik Spa-Nature employees are committed to upholding our company values:

- Commitment
- Respect
- Integrity
- Team Spirit
- Accountability

MAIN FUNCTIONS:

Reporting to the VP, Marketing & Corporate Development, the Marketing Director is responsible for implementing marketing plans and strategies for the Nordik Group. S/he plans and coordinates activities related to the customer experience and the commercialization of the Nordik Group's operations, taking into account current procedures and culture. S/he participates in the budget planning process and exercises strict control over budget allocations; submitting an annual marketing plan to the executive management team, ensuring its implementation.

RESPONSIBILITIES:

- Establish strategic marketing objectives for the Nordik Group;
- Promote the Nordik Group's image and reputation through its strategic objectives;
- Develop marketing plans and tools;
- Identify challenges affecting the Nordik Group's development and standing;
- Develop business connections and partnerships;
- Analyze market trends and identify business opportunities;

- Prepare sales proposals and marketing plans to present to the VP, Marketing & Corporate Development;
- Actively participate in major contract negotiations;
- Actively participate in the budget planning process;
- Provide advice on pricing policies and fee structures;
- Establish and analyze KPIs to meet sales and growth objectives;
- Introduce contingency plans when necessary;
- Implement activities aiming to optimize revenues, department productivity, etc.;
- Prepare weekly sales reports;
- Manage, train, motivate, and guide Brand Managers and all the members of the Marketing Team to enable them to achieve their respective goals;
- Analyze and approve the Brand Managers' activities;
- Ensure that the Brand Managers' strategies and activities conform to the Nordik Group's strategic plan;
- Plan and evaluate the Brand Managers' weekly sales activities;
- Provide advice on policies and procedures to improve the Marketing Team's output;
- Participate in industry conferences (tourism, sports, restaurant), represent the Nordik Group in various associations, and maintain a solid professional network;
- Perform other related tasks.

STAFF MANAGEMENT RESPONSIBILITIES:

- Ensure performance management and development of team members;
- Provide direction and training to team members;
- Foster a productive, motivating, and satisfying environment for team members;
- Working with HR, resolve conflicts and challenges related to staff and their work;
- Organize, chair, and ensure follow-ups on departmental meetings;
- Plan, organize, and ensure the effective delegation of work (regular and seasonal);
- Approve team members' work schedules, vacations, holidays, and other absences;
- Participate in processing major complaints received on social networks;
- Ensure prompt and appropriate responses to customer requests;
- Lead by example, demonstrating a positive and professional attitude;
- Ensure the professionalism and positive attitude of team members toward customers and employees; providing feedback, guidance and reinforcement, when required.;
- Carry out all other tasks to support requests from executive management and departmental operations;
- Apply current HR management policies.

QUALIFICATIONS:

- Bachelor's degree in Marketing;
- Master's degree in a related discipline is an asset;
- Bilingual (strong written and oral French and English);
- **Minimum 10 to 15 years** of significant experience in a management position in a marketing department or an agency;
- Excellent knowledge of the wellness, entertainment, health, sports, and tourism industries is an asset;
- Extensive knowledge of the Microsoft Office Suite.

EMPLOYEE PROFILE:

- Analyzing and synthesizing skills and expert-level strategic thinking;
- Comprehensive management style (planning, priorities, organization, and follow-up);
- Leadership skills and ability for reaching consensus;
- Able to manage multiple tasks and projects at once;
- Copes well with ambiguity and stress;
- Positive and professional attitude;
- Skilled in communication and interpersonal relationships (clarity, empathy, consideration, poise);
- Able to develop and maintain positive and long-lasting business relationships;
- Versatile, autonomous, and highly flexible;
- Broad understanding of customer service;
- Willingness to travel.

SALARY:

Calculated according to the current Nordik Group employee benefits and salary scale.

WORK SCHEDULE:

Monday to Friday; occasional evenings and weekends.

HOW TO APPLY:

Fill out the i-recrutement.ca job application through the link on our Careers page.