

Sales - Marketing - Communication Manager



Company overview

Located just 20 minutes north of downtown Ottawa in the scenic Gatineau Hills, Mont Cascades is a premier four-season family resort. Recognized as the go-to ski destination in the National Capital Region, the resort offers 21 runs, a snow school, private lessons, and a variety of winter sports opportunities for all levels. In addition to skiing and snowboarding, Mont Cascades features a family-friendly waterpark with slides, attractions, and spacious picnic areas, making it a year-round destination. Guided by core values of safety, respect, teamwork, and customer service, Mont Cascades is committed to delivering an exceptional guest experience. With ongoing investments and expansion plans at becoming a leader, the resort continues to build on its vision of becoming a dynamic, world-class destination, a four-season resort for families and outdoor enthusiasts.

About the role

We are seeking a dynamic and creative Sales, Marketing and Communications Manager who will play a central role in advancing our brand, driving business growth, and strengthening our market presence. This individual will be responsible not only for leading communication strategies, overseeing digital platforms, and creating impactful marketing materials but also supporting sales initiatives, building strong customer relationships, and identifying opportunities for expansion.

The successful candidate will contribute to the promotion and visibility of Mont Cascades as a four-season destination by implementing strategies that generate revenue and foster long-term growth. They will also be expected to participate in networking events and collaborate closely with managers across different business sectors to maximize synergies and business development opportunities.



Key responsibilities

The Sales, Marketing and Communications Manager will be responsible for developing and delivering communication and sales strategies that align with the organization's goals for growth and visibility. Working in close collaboration with internal teams, external suppliers, and customers, the individual will ensure clear, consistent, and compelling messaging across all platforms. They will be expected to participate in networking events.

The role includes creating engaging content to showcase the company's services and programs, managing and updating broadcast calendars and producing promotional materials. The successful candidate will provide expertise and support for events, uphold and strengthen the organization's brand image and apply market research and competitive analysis to guide strategic decisions. Monitoring campaign results and producing reports on key indicators will be part of the role.

In addition, the candidate will oversee website development and maintenance, implementing communication strategies that ensure quality in both content and design. They will optimize websites for search engines, conduct analysis projects to improve communication approaches, and coordinate the implementation of websites in line with the organization's strategic plan.

The individual will also manage and evaluate the organization's presence on social media, ensuring that each platform contributes to enhancing visibility and engagement.

Finally, the position requires strong graphic design skills to create professional and impactful communication materials.



Essential Qualifications

The ideal candidate will hold a bachelor's degree in marketing, communications, or a related field. Bilingualism in French and English, both oral and written, is essential, and knowledge of other languages will be considered an asset.

The successful candidate will have three to five years of relevant professional experience, with a proven ability to plan and execute marketing campaigns aimed at diverse target audiences using a variety of communication tools. They will be able to manage multiple projects simultaneously while respecting established budgets and deadlines.

Experience in managing organizational social media accounts across multiple platforms is required. The candidate must be able to communicate with clarity and consistency and have experience in developing and managing websites, analyzing data, and using insights to refine marketing and communication strategies.

Strong organizational skills and solid project management abilities are essential. The successful candidate will thrive in a collaborative environment, working closely with other internal departments, and will demonstrate excellent interpersonal skills, a strong sense of team spirit, and a positive attitude. They will also provide support to management in related tasks as needed. Finally, an interest in skiing or snowboarding will be considered a valuable asset.

Why Join Us

Mont Cascades is a premier four-season destination for families and outdoor enthusiasts. Joining our team means being part of a dynamic and passionate work environment where creativity, teamwork and innovation are valued. We offer the opportunity to contribute to an organization that has a strong reputation in the National Capital Region and is committed to delivering exceptional recreational experiences.

How to Apply

Interested candidates are invited to submit their resume and a cover letter highlighting their relevant experience and qualifications at jgoulet@montcascades.ca. Applications will be reviewed on an ongoing basis until the position is filled. Only successful candidates will be contacted.

