

# Chief Marketing Officer

Winnipeg, MB

[Manitoba Lotteries](#) is entering an exciting time in its history. The gaming industry is constantly changing and the Marketing team is currently poised to launch a new wave of innovative, hi-tech products and services to the market. They are now seeking a high energy, creative Chief Marketing Officer to lead them through this charge.

Manitoba Lotteries is one of [Canada's Top 100 Employers](#) and one of [Manitoba's Top 25 Employers](#) in 2011 and a [strong community supporter](#). The organization is a Crown corporation that owns and operates the very successful [Club Regent](#) and [McPhillips](#) casinos as well as the province's Video Lottery Terminal (VLT) network.

Reporting to the President and CEO, the Chief Marketing Officer is the key executive member responsible for the overall marketing mandate on behalf of the organization.

## The Role:

- You will lead the direction and strategic management of the following corporate portfolios: marketing, advertising, branding, guest relationships, database marketing, player development, promotions, and events;
- You will establish measurable goals and objectives for the division as well as develop strategies and implementation plans;
- You will provide guidance and direction to your marketing team with respect to knowledge and understanding of consumer behaviour; and
- As a service provider, you will foster an environment of a service oriented delivery model by identifying and understanding both internal and external needs and expectations.

## You and Your Experience:

- You have a post secondary education with a focus on marketing, advertising, communications and/or branding;
- You have had 8-10 years of experience in a marketing, advertising or communications executive role;
- You have experience in the consumer marketing industry and while experience from the gaming industry is ideal other industries that will be considered are: Hospitality, Advertising/Communications/Public Relations, Consumer Retail, Tourism/Travel, and Entertainment;
- You have demonstrated leadership and team building skills and you exemplify a high level of commitment to internal customer service and stakeholders;
- You are experienced with budgeting, planning and management reporting;
- You are an excellent communicator, both in written and verbal form; and
- You are an adept decision maker who gives clear and concise directions on execution.

Should this exceptional opportunity be of interest to you, **please forward your resume** to [mbaker@boyden.com](mailto:mbaker@boyden.com). Please contact Dr. John McFerran at (204) 940-3902 with any questions you may have pertaining to this opportunity.