

Marketing Strategy Manager

Groupe Nordik is the leading creator of wellness spa villages, including the largest spa (Chelsea, QC) and the largest event sauna (Whitby, ON) in North America.

Since opening our doors in 2005, we have grown to now welcome over 500,000 visitors per year across our 3 existing locations (Nordik Spa-Nature in Chelsea, QC, Thermëa by Nordik Spa-Nature in Winnipeg, MB, and Thermëa Spa Village | Whitby, ON).

Our team of 600 employees brings our operations to life through their innovative approach to well-being. Each team at Groupe Nordik plays an important role in making our ambitious creations a reality.

Every one of our colleagues is a passionate individual who wants to make a difference. This passion, combined with innovation, allows us to grow.

What you will do:

The Marketing Strategy Manager plays an important role in driving the strategic marketing vision across all of our spas in Canada. Reporting to the department director, the manager will play a key role in developing, implementing, and overseeing unified marketing strategies while ensuring that each spa has the agility needed to respond to its local markets.

Responsibilities:

Develop and drive the overall marketing strategy for Groupe Nordik, in collaboration with the head office teams.

Define clear guidelines to align the local marketing initiatives of the spas with the company's strategic goals.

Oversee the launch of new marketing and communication initiatives, ensuring their relevance to local markets and alignment with global objectives.

Ensure consistency and uniformity of key brand messages across different local markets.

Propose creative solutions and strategic recommendations to maximize the impact of communication efforts with clients and partners.

Mentor, support, and collaborate with the marketing managers of each spa within the group.

Facilitate communication between local teams and the head office to harmonize marketing efforts.

Ensure that local teams have the tools, resources, and data needed to execute strategies optimally.

Oversee the analysis of marketing and communication campaign performance to adjust approaches based on results.

Conduct competitive analysis and identify opportunities for growth and innovation for each local market.

Supervise the development and execution of media plans, in collaboration with marketing

managers and internal teams.

Work closely with media agencies to optimize ad placements, maximizing return on investment.

Identify, develop, and maintain strategic partnerships with brands, companies, or organizations that align with the values and goals of Groupe Nordik.

To succeed in this role, you will need:

A degree in marketing, management, or a related field.

Minimum of 7 years of experience in strategic marketing and communications, ideally in a multisite environment or in managing regional teams.

Strong understanding of local and national marketing dynamics.

Extensive experience in developing integrated campaigns, including digital marketing, branding, and public relations.

Proven team management skills and the ability to inspire results in diverse environments.

Excellent communication and project management skills.

Bilingualism is essential (French and English).

Availability to travel occasionally across Canada.

Your profile stands out for your:

Strategic vision and results-oriented approach.

Excellent interpersonal skills and ability to manage multiple priorities.

Sensitivity to cultural diversity and the nuances of different local markets.

Passion for innovation, collaboration, and operational excellence.

Diligence in execution and attention to detail.

Creativity and customer focus to ensure the relevance of initiatives.

Analytical mindset and attention to detail.

Good judgment and autonomy.

Salary and benefits:

Competitive salary according to Groupe Nordik's pay scale.

Access to a comprehensive benefits package, including telemedicine.

Free spa access for you and one guest.

Discounts on food, massage, and aesthetic services at our spas.

Free access to an on-site gym.

A warm working environment with free parking and non-alcoholic drinks.

Personalized training and development program

Work schedule:

Full-time position (40 hours per week).

Frequent travel to our spas across Canada.

Possibility of remote work.