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DIRECTOR, MARKETING AND PRICING

📍 2100 Avenue Pierre-Dupuy
Montréal, Montréal, Québec, Canada
H3C 3R5

👤 1 available position

📅 Expires on: 03 May 2024

Job description

Description

Under the supervision of the Vice-President, Development, Marketing and International Relations, the incumbent will be responsible for supporting the entire vice-presidency, including the development and commercial relations teams in their marketing needs. The incumbent will be responsible for developing various marketing strategies for the marine industry, transportation, users and the Montreal port ecosystem. The incumbent will also be responsible for reviewing and developing an efficient fee strategy for the MPA.

The Port of Montreal is in the final development stage of the largest expansion project in its history. The Contrecœur container terminal project is at the heart of the organization's business strategy. With the teams in place associated with the project and its marketing, the incumbent will be responsible for developing a marketing plan and

strategy to position the expansion of Contrecœur in the market as well as any opportunities that may be generated there.

B2B Marketing

- Define marketing strategies to support the MPA in its efforts to maintain and develop new markets with existing and potential customers.
- Develop and implement concrete strategies to assess and improve the understanding and relationship between the ecosystem and the MPA, which are assessed annually via the consultation process (survey).
- Develop and coordinate appropriate communication tools such as seminars, conferences, symposiums, forums, fairs and exhibitions organized by the MPA or in which the MPA is participating.
- Help develop suitable communication tools for commercial receptions, sponsored events, tours of the port facilities or model room, trade missions, etc.
- Develop web and social media strategies to help the MPA reach its target markets and target audiences more successfully.
- Develop advertising campaigns in line with target markets and audiences.
- Manage B2B advertising.
- Optimize the budget associated with marketing efforts to maximize benefits and visibility.

Pricing

- Developing the MPA's tariff strategies for harbour fees and other fees published under the legislation applicable to Canadian Port Authorities.
- Build and maintain strong relationships with our Development, Growth & Commercial Relations and Operations team and work with them to understand our customers and their needs and determine the best possible tariff strategy that meet market expectations and are aligned with APM development strategies.

- Integrate the data and information needed to develop tariff initiatives and carry out the tariff implementation strategy.
- Make any required changes to the fee schedule and assess the impact on the MPA's clients and the revenues from harbour fees and public tariffs for services provided by the MPA.
- Analyze the competitive position of the MPA with respect to alternative modes of transportation or other available routes as well as with other port authorities in North America.

Market intelligence

- Based on data sources, coordinate the interpretation strategy and develop business and market intelligence to support strategic decision-making and identify business opportunities by making recommendations based on forecasts.
- Prepare and publish monthly and quarterly traffic reports and other statistical reports, as required by the Vice-President and the organization.
- Ensure and coordinate responses to specific requests from our partners, customers and representatives regarding the collection and interpretation of port data.
- Monitoring of transportation in general and freight transit markets.

Team management

- Set department objectives based on the Vice-President's objectives.
- Plan, prioritize and coordinate activities based on set objectives.
- Monitor and track these activities within the established budget.
- Involve employees as partners to achieve objectives.

Participate in the continuous improvement of processes within his/her position or department, as needed.

Perform any other related tasks.

Skills sought for this position:

- *Be focused on customer needs*
- *Navigate turbulence*
- *Promote lasting professional relationships*
- *Lead with conviction*
- *Autonomy*
- *Priority management*
- *Rigor*
- *Focused on optimization and solution research*

Qualifications

- Bachelor's degree in Business Administration or equivalent with a minimum of ten (10) years' experience in a related sector performing similar functions.
- Experience in utility pricing is an asset.
- Strong team management skills.
- Ability to manage projects in a matrix structure.
- Ability to work in a complex and changing environment.
- Ability to work under pressure and meet tight deadlines.
- Ability to represent the Port of Montreal to various audiences.
- Ability to make sound assessments of issues and people.
- Above average skills with tact, diplomacy and persuasion are required to deal with internal management as well as representatives of external organizations.
- Strong organizational skills and ability to work efficiently with management at all levels.
- Analytical skills
- Spoken and written bilingualism: French and English.

Required skills:

- Bilingual (French and english)
- Office Suite (Maîtrise de la suite Office)

Benefits:

- Work-family balance (Concilivi)
- Telecommuting
- Professional membership fees reimbursed
- Great wages
- Pension fund
- Group health insurance
- Continuing training
- Fruit basket
- OPUS card
- Employee and family assistance program (EFAP)
- Paid parking

APPLY



Start date:
25 March 2024



Job type:
Permanent



Work shifts:



Work schedule:
37.5 hrs/week



Salary:
not available

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