

JOB POSTING

Marketing and Communications Advisor

Reporting to the Director of Business Development and Marketing, the Airport Authority's Marketing and Communications Advisor is responsible for recommending, planning and executing marketing and communications programs designed to enhance the Airport Authority's brand. This is an important role as the Airport Authority navigates the current business climate.

SPECIFIC DUTIES

The Marketing and Communications Advisor is responsible for the following core duties:

Airport Experience

- Coordinate special events and manage in-terminal and community involvement initiatives.
- Support the Airport Service Quality Program. This includes training, overseeing the timely collection of passenger surveys, assessing survey results, ensuring compliance and developing recommendations for service improvements.
- Participate in the Passenger Advisory Panel. This involves terms of reference; member selection and maintenance, setting meetings and creating minutes.
- Respond to customer issues and suggestions. Communicate issues as required to ensure resolution and continuous improvement.

Marketing

- Develop marketing materials in-house and work with external creative agency on strategic marketing campaigns. Marketing materials range from annual report to signage, brochures and videos.
- Develop presentations for members of the Senior Leadership Team to promote the Airport in a manner consistent with the Airport brand.
- Update and edit website content as required.
- Ensure both French and English materials are created as required.
- Oversee and ensure regulatory compliance (Disability Awareness Training and Official Languages).
- Attend and participate in community and industry-related trade shows to promote the organization.
- Recommend and source specialty products and promotional items.

Communications

- Act as media relations coordinator for the organization. Respond to all media inquiries, draft responses, and organize media interviews in consultation with the Director.
- Monitor media outlets and action any issues that may impact the corporate brand.
- Create thoughtful and on brand written materials which may include boiler plate information, fact sheets, speaking notes, holding statements and news releases. Such materials may be required for Senior Leadership and/or Board members.
- Develop and implement an annual social media strategy. Create and publish social media content.
- Update crisis communication plan annually.
- As a member of the crisis communications team, participate in mock emergency exercises and respond when crisis team is activated.

QUALIFICATIONS:

- A university degree, preferably in business/commerce or communications
- A minimum of 5 years' experience in communications, public relations, marketing, advertising, or an equivalent combination
- Superior written and oral communications skills
- Strong relationship-building and interpersonal skills
- Ability to work independently and as a team member
- Solid capabilities in standard Microsoft office software (Word, PowerPoint, Excel)
- Proficiency with Adobe Software and experience with video creation are definite assets
- Ability to communicate in French is an asset

APPLY TO:

Manager - Human Resources
Administration Office, ATB
Email: careers@stjohnsairport.com

CLOSING DATE: Monday, January 31, 2022

SJIAA is an equal opportunity employer. Applicants must clearly demonstrate in their resume that they meet the posted qualifications for the position. Proof of education/certifications must be provided prior to appointment to position. The successful applicant will be required to provide a satisfactory Certificate of Conduct prior to employment and must maintain an Airport Restricted Area Security Pass.