

Position Number: MASD	Position Title: Manager, Air Service Development & Marketing
Classification: Excluded	Reports To: President & CEO
Date: September 1, 2021	Version: 1.0

Posting Date: September 15, 2021

Closing Date: October 1, 2021 or when filled

WHO WE ARE

The Prince George Airport Authority (PGAA) is a not-for-profit corporation focused on operating with safe, secure, environmentally responsible, and economically sustainable practices and contributing to regional economic development. As a National Airport System (NAS) airport, the Prince George Airport is considered essential to Canada's air transportation system.

The PGAA Management team is a diverse group that takes pride in our work. We are seeking an innovative Manager of Air Service Development and Marketing with a drive for establishing and building relationships and expanding both our aeronautical and non-aeronautical opportunities. This position is a flexible part-time (0.6 FTE to 1.0 FTE) 12 month contract, which can be completed remotely, on-site or a combination of both. The successful candidate will possess excellent communication and marketing skills, a strong drive to engage and build partnerships, and (preferably) knowledge of or a background in the aviation industry.

PRIMARY FUNCTION

Working as part of the Management team, and reporting to the President and CEO, the Manager of Marketing and Air Service Development is responsible for enhancing and growing the organization's air services, flights, partnerships and cargo development. The Manager of Marketing and Air Service Development will focus on the achievement of strategic objectives defined by the Board of Directors and CEO related to business growth, passenger satisfaction, and external marketing by establishing a well-developed route network that acts as a connecting point for local economy to engage globally, and promotes PGAA commercial success. This position will identify target airlines through strategic marketing and negotiate provision of airport policies, facility access, pricing and collaborative marketing incentives while monitoring the evolution of airline and air industry business models.

PRIMARY JOB DUTIES

- ▶ **Passenger and Cargo Air Service – Marketing and Development:** Engage in strategic marketing campaigns in accordance with the Prince George Airport Authority Board priorities; solidify relationships with existing airlines partners, and seek out new relationships while developing expanded and new route strategies.
- ▶ **Government Relations and Advocacy:** Liaise with Government agencies – municipal, provincial and federal contacts or representatives and represent the PGAA when required.

- ▶ Marketing and Business Development Support: Liaise with community, regional and industry stakeholders including travel trade, tourism partners, City of Prince George and Northern Development Initiatives Trust; seek out new opportunities locally, regionally and internationally for immediate and future growth that are both achievable and sustainable.
- ▶ Promote a culture of workplace safety and security through strict adherence to Occupational Health and Safety regulations, the Canada Labour Code, the airport's Safety Management System, and other airport policies and procedures.

KEY QUALIFICATIONS

We are seeking an innovative, creative, outgoing self-starter, who is able to solidify existing business relationships and build new ones. The ideal candidate will feel comfortable and confident in reaching out via phone, email and in person, and create a marketing strategy that supports our Strategic Plan and both our aeronautical and non-aeronautical revenue streams.

REQUIREMENTS

- ▶ A post-secondary degree in Marketing, Communications, Public Relations, Business Administration or a related field; or an equivalent combination of education and experience
- ▶ A minimum of 5 years of management experience, or positions with increasing levels of responsibility
- ▶ Strong demonstrated ability in marketing, partnership building and project engagement
- ▶ Superior computer skills with advanced level knowledge in spreadsheet, database, and word processing software applications, website and media applications, and marketing/design
- ▶ Effective and collaborative communication skills; both verbally and in writing
- ▶ Excellent organization and time management skills
- ▶ Able to obtain and maintain a Transport Canada security clearance
- ▶ BC Class 5 Drivers License
- ▶ Knowledge of the aviation industry, airport structure or the transportation sector is an asset

Interested applicants may request a full job description via email and/or apply directly to the Manager of Human Resources, at SBest@pgairport.ca

This position will remain posted until filled