

We're looking for a **Manager of Marketing and Air Service Development** to join our team!

About Us

The Prince George Airport Authority (PGAA) is made up of a team of diverse people who are proudly working together to connect Northern BC to worldwide destinations. With a commitment to safety first and foremost, our team is dedicated to enhancing our region by providing an excellent airport experience while driving economic growth.

We acknowledge that the work of the Prince George Airport Authority takes place on the unceded, traditional territory of the Lheidli T'enneh. We acknowledge the need for meaningful consultation with Indigenous communities and the Prince George Airport Authority is committed to working towards meaningful reconciliation.

As an employer with a long history in our region, Prince George Airport Authority strives for a respectful workplace that reflects the diversity of the communities we serve. We support the Employment Equity Act and take measures to ensure fair employment practices and treatment of employees across our organization. We welcome applications from all qualified candidates, including women, Indigenous peoples, persons with disabilities and members of visible minorities. We encourage applicants to self-identify with a designated group(s) to support our team in filling gaps in areas where we can be more diverse. We are also happy to provide reasonable accommodation throughout the selection process and while working at PGAA.

About The Role

Reporting to the President and CEO, the Manager of Marketing and Air Service Development is a member of the leadership team and participates in the development and delivery of the strategic plan for the organization. Maintaining a high level of integrity, good judgement, and accountability with a focused approach to achieving overall desired outcomes of the department, this position requires an individual with a high level of professionalism and an ability to contribute to a positive culture based on mutual trust and respect while delivering results. The successful candidate will be a self-starter who sees the 'big picture' and can position YXS for continued success.

The Manager of Marketing and Air Service Development is responsible for developing and executing strategic plans to expand air service routes, establishing profitable partnerships, and driving revenue and growth for Prince George Airport Authority. A key focus will be strengthening our existing air service offerings and forging new partnerships to enhance YXS's competitiveness. The Manager will cultivate relationships with our industry and community partners and identify business opportunities that align with our strategic goals focused on growth and sustainability.

While focusing on both passenger and cargo air service development, the Manager will be accountable for all marketing functions for the organization. Detailed analysis of internal and external data will support the development and delivery of advertising content and promotional information for both aeronautical and non-aeronautical projects and revenue streams.

Qualifications

- Commitment to safety as a priority
- Bachelor's degree in Business, Marketing or related field
- Minimum 3-5 years of recent, relevant, and progressive experience in a marketing and/or business development role, preferably in growing air service routes
- Proven ability to establish and maintain networks of individuals within decision making groups
- Strategically focused, forward thinking, and able to articulate the YXS story, strategy and community impact to broader stakeholder groups
- Strong collaboration skills with ability to effectively influence others both inside and outside the organization
- Demonstrated curiosity with strong problem solving, critical thinking and decision making skills
- Highly analytical; able to articulate observations and present at a Board of Directors level
- High level of integrity, professionalism, and commitment to confidentiality
- Exceptional interpersonal, communication and listening skills
- Proficiency with Microsoft Office suite, and experience with relevant marketing software and graphic design platforms (e.g., WordPress, Canva, Google ads/analytics, website configuration)
- Ability to obtain and maintain a Transport Canada security clearance (TSC)

Hours of Work

Based on a 35-hour work week, this position supports our business hours Monday through Friday, with the understanding that as a leader within the organization there may be times of increased demands within the role driven by operational needs.

What We Offer

- A safe and respectful workplace
- Long-term career potential in a stable work environment
- Learning and development opportunities
- Work-life balance (we really mean that!)
- Flexible work arrangements
- A comprehensive Total Rewards compensation package

How To Apply

To apply for this position, please forward your resumé, in confidence, to hr@pgairport.ca with ***"Manager of Marketing and Air Service Development"*** in the subject line.

Applications will be accepted until the position is filled. The initial review of applications will begin immediately.

We thank all applicants for their interest, however, only those selected for further consideration will be contacted.