

We are looking for a **Communications and Community Relations Coordinator** 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

We are seeking a gregarious and strategic Communications and Community Relations Coordinator to join the Prince George Airport Authority (PGAA). This role is pivotal in promoting our brand, managing public relations, and fostering community and government relationships. Reporting to the Manager of Marketing and Air Service Development, the Communications and Community Relations Coordinator develops and implements corporate communications, media, and community relations strategies that support business objectives, including departmental initiatives and capital projects. As the main point of contact for public relations, the focus of this position is on promoting, protecting, and enhancing the organization's reputation and brand, and advancing our strategic plan in service of the community and economy that supports it.

Maintaining a high level of integrity, good judgement, and accountability with a focused approach to achieving overall desired outcomes of the department, you possess a high level of professionalism and an ability to contribute to a positive culture based on mutual trust and respect while delivering results.

Key Responsibilities

Communications

- Promote, protect, and enhance the reputation and YXS brand through media relations, issues management and public affairs activities.
- Coordinate PGAA communications response in crisis events, with other agencies as required.
- Establish and maintain communications and relationships with key media; maximize opportunities with media and policy leaders in positioning key executives, programs, and initiatives.

- Assist with issues management on behalf of the organization; identify, execute, and monitor response strategies.
- Handle media inquiries, write statements, provide key talking points, and coach spokespeople prior to media interviews.
- Collaborate with departments and stakeholders to develop comprehensive communications plans; execute on developed plans.
- Provide project management for key communications initiatives and programs.
- Prepare media materials including news releases, backgrounders, corporate positions on various matters, speech, and annual reports.
- Produce and distribute written materials for internal and external publications and all online communications tools, including website, social media, and intranet.
- Monitor and update the PGAA website as needed to ensure posted information is current and accurate; filter form inquiries, respond or bring forward to management team.
- Monitor social media comments, respond, or bring forward to management team.
- Lead and support event planning and execution for marketing initiatives, hosting of dignitaries and public officials, special events and promotional mascot appearances.

Community Relations

- Liaise with community, regional and industry stakeholders including travel trade, tourism partners, government, and Indigenous communities (e.g., City of Prince George, Lheidli T'enneh First Nation, and Northern Development Initiatives Trust).
- Consult with airport tenants and work to address issues needing resolution through various one on one and regular tenant meetings (e.g., AOC).
- Seek opportunities to connect with and promote local contributors (e.g., artists, photographers) for airport terminal displays.
- Review and screen all community donation requests before forwarding for approval.
- Coordinate and lead airport tours, working closely with airport personnel to ensure a comprehensive and engaging experience for visitors.

Government Relations and Advocacy

- At the request of the CEO, represent the PGAA within industry panels advocating for policy and regulatory reform.
- Liaise with Government agencies – municipal, provincial, and federal contacts or representatives.
- Develop and maintain strong relationships with government officials and policymakers to advocate for the airport's interests and priorities.
- Monitor legislative and regulatory developments that could impact the airport and communicate their implementation to senior management.
- Prepare briefing materials and position papers for meetings with government representatives.

Work safely and actively towards creating and maintaining a safe work environment by ensuring compliance with Occupational Health and Safety regulations, the Canada Labour Code, the airport's Safety Management System and other airport regulations and policies.

Qualifications

- Bachelor's degree or equivalent in public relations, communications, or related field, with four or more years of relevant experience. Agency experience is a plus.
- Proven ability to cultivate relationships with internal and external stakeholders, including media representatives.
- Demonstrated expertise in media relations, with confidence in engaging with the media effectively.
- Strong understanding of communication strategies, capable of developing tailored plans for diverse audiences.
- Understanding of earned, owned, and paid digital media strategies.
- Proficiency in speech writing and presentation preparation.
- Effective project management skills, adept at meeting deadlines in a fast-paced environment.
- Experience in digital publishing, including creating and managing content, graphics, and images for social media platforms and content management systems (CMS's).
- Excellent verbal and written communication skills.
- Proficient in MS Office Suite; familiarity with graphic design and video editing software is beneficial.
- Highly self-motivated, detail-oriented, and capable of working independently.
- Comfortable adapting to change and collaborating with stakeholders at all levels.

Hours of Work

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

What We Offer

- A safe and respectful workplace
- Long-term career potential in a stable work environment
- Ongoing 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 "**Communications and Community Relations Coordinator**" 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.*