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Manager, Business Development and Community Relations: Comox Valley Airport (YQQ)

Job Summary:

Reporting to the CEO of the Comox Valley Airport Commission (CVAC), the Marketing Development Manager is a member of the Comox Valley (YQQ) management team, accountable for development and execution of strategic plans for Marketing, Communications and Air Service Development.

The role will focus on supporting business development efforts relating to expanding passenger air services. As the lead public relations official for the airport, the Marketing Development Manager develops and implements communications strategies and public relations programs that focus on positioning the Comox Valley Airport as a significant contributor to the community.

Key Responsibilities:

- To analyze business information to identify process improvements and exploit revenue generation opportunities;
- To assist in the planning, development and implementation of comprehensive air service and route development strategies and initiatives;
- To create, lead, execute and manage the airport's Marketing and Communications Plan;
- To provide substantial input to the airport's long-term strategic plan and annual business plans.

Qualifications/skills:

- Strong communication skills both written and verbal;
- Experience in commerce, communications, marketing or a related field;
- Knowledge in a variety of marketing disciplines including, but not limited to, customer satisfaction, advertising, research, collateral development, lead generation, public affairs, event planning, digital marketing and social media;
- Possess an interest and knowledge around market trends, economic conditions and airline business models.
- Experience in managing revenue generation functions preferred.

Contact: Please forward resume by email to: yqqadmin@comoxairport.com

For more information on the Comox Valley Airport please visit our website at www.comoxairport.com.

Posting closes July 15, 2018