

MANAGER, CUSTOMER EXPERIENCE AND COMMUNICATIONS

FULL-TIME | PERMANENT



Regina Airport Authority requires a Manager, Customer Experience and Communications responsible to develop and implement the organization's internal and external communications strategy, marketing, and customer experience programs. This position plays a key role in stakeholder relations, community engagement and supports revenue generating programs. The incumbent will directly manage communications activities that promote, enhance, and protect the organization's brand reputation, including but not limited to, passenger services and concessions. This role will also oversee the quality of the organization's concessions program, support the Air Terminal Building (ATB) commercial relationships and develop programs that enhance customer satisfaction for all major touchpoints. The incumbent will work closely with all divisions to look for opportunities to enhance customer satisfaction and to drive revenue through commercial programs related to parking, retail, food and beverage (F&B) and other customer facing revenue generating functions.

ABOUT REGINA AIRPORT AUTHORITY

Employment at RAA

- Competitive salaries
- Group Health Insurance Plan
- Defined Contribution Pension Plan (7.5% match)
- Personal Wellness Spending Account
- 4 weeks paid vacation leave
- 3 weeks paid sick leave
- 1 week paid personal and family related leave
- Meaningful work that makes an impact
- Career growth and promotion opportunities
- Recognition of employee service anniversaries
- Employee and family events
- Free parking

Learning and Training

- Robust training program including core, positional and enhanced training
- Encouragement of lifelong learning through education and training opportunities
- Team member review designed to focus on individual career development and ongoing coaching, support and feedback

Community

- Actively promotes and supports our community through several initiatives including sponsorships.

Communication

- Town-hall style staff meetings offered during the year
- Frequent communication through several different platforms
- Employee surveys
- Company intranet ("The Portal")

OUR MISSION

To be an engine of economic activity and social connectivity through air travel.

OUR VISION

To be Saskatchewan's best airport experience.

WHO WE ARE

Exceptional people doing an exceptional job every day through demonstrated operational and customer service excellence.

HOW TO APPLY

Like what you see and think you have what it takes to join our team?

Submit your cover letter and resume by emailing hr@yqr.ca and quoting the position you are applying for in the subject line.

We thank all applicants for their interest. Only shortlisted candidates will be contacted.

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RESPONSIBILITIES

- While promoting safety awareness, perform all duties with an ownership attitude in compliance with corporate policies and procedures.
- Assist with ensuring appropriate incident command response procedures are carried out in the event of an emergency.
- Perform all duties and responsibilities in a manner consistent with the company's Mission, Vision, and Corporate Values.
- Respond to operational emergency situations during and after standard hours of work for the purposes of resolving immediate concerns to ensure the safe and efficient operation of the airport.
- Provide leadership, supervision, motivation, and direction to team members such as recruitment, training, development, and performance management including conducting team member reviews and progressive discipline.
- Act as a corporate spokesperson on various matters that require a high degree of confidentiality and discretion.
- Focus on all areas of the organization that touch customers and stakeholders and create programs to enhance satisfaction and revenue.
- Oversee customer support staff, including direct oversight on customer service responses, phone, and email management.
- Enhance working relationships with the airport community, stakeholders, local governments, and First Nations, as well as community and business groups.
- Develop and promote initiatives related to revenue development and communications consistent with corporate business goals and objectives.
- Champion the content on the corporate website, social media, and external publications.
- Work with designers, writers, editors, and other creative staff to produce marketing high-level creative materials in accordance with messages and corporate values.
- Oversee signage program for the campus, with a focus on the terminal building and customer areas.
- Develop marketing and communications plans within budget requirements.
- Overseeing the official language requirements for Regina International Airport (YQR).
- Support commercial agreements and contracts for a wide variety of revenue sources related to concessions and parking.
- Provide direct report and designates, with media relations support, including the creation of press releases, talking points and related materials.
- Oversee the campus wide advertising program.
- Communicate and negotiate with partners for joint marketing activities.
- Monitor, evaluate, and report on competitor activities.
- Attend Regina Airport Authority (RAA) events and industry conferences.
- Lead and mentor team members on marketing, communications and online strategies while ensuring scope accuracy and compliance.
- Conduct market analysis to determine effective marketing strategies for in terminal and external advertising, concessions, and airline programs.
- Participate at various industry gatherings, is active in committees and associations where the interests of organization can be furthered.
- Develop appropriate policies and procedures.
- Other special project duties as assigned from time to time.
- Contribute to and support corporate events, initiatives, and internal committees.
- Participate in regulatory and corporate prescribed training and development activities.

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- Understand and comply with all Corporate Policies and Procedures.

EDUCATION AND PROFESSIONAL EXPERIENCE

- University degree in marketing, advertising, sales, or business administration, or equivalent.
- Five (5) or more years of previous communications, public relations and/or a combination of experience that includes revenue development.
- Equivalent combination of education and experience would be considered.

REQUIREMENTS

- Strong communication, organizational and interpersonal skills to professionally manage a multitude of tasks in a customer focused environment.
- Ability to grow and maintain positive professional relationships with corporate departments, key business partners and team members.
- Capable of performing within a transparent work environment where collaborative relationships are encouraged, and varied opinions are respected.
- Strong awareness and commitment to a healthy and safe working environment.
- A self-directed analytical person who possesses strong organizational, verbal, and written communication skills, with the demonstrated ability to work independently and collaboratively as a positive team member.
- Results oriented with the ability to effectively manage multiple priorities with conflicting demands and timelines while being accurate and detail oriented.
- Excellent proficiency in business communications.
- Direct experience with graphic design, websites, and advertising proofs.
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines.
- Recognition of Business Development opportunities and preparation of business cases.
- Oversight of customer survey program and market research.
- Champion customer experience perspectives for terminal building and airport campus.
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills.
- Strong technical skills with a sound understanding of social media.
- Strong computer skills, including Microsoft based applications.

CONDITIONS OF EMPLOYMENT

- No previous criminal background for which a pardon has not been granted.
- A clear pre-employment National Criminal Record through Regina Airport Authority's background screening process.
- Ability to secure and maintain a Transportation Security Clearance within the prescribed employment probationary period.
- Possession of a valid Saskatchewan Class 5 driver's license.