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Manager, Passenger Experience and Customer Engagement EX22-1438

Posting date: December 16, 2022

Job Title: Manager, Passenger Experience and Customer Engagement

Number of Vacancies: 1

Posting number: EX22-1438

Status: Permanent position

Hours of Work: 70 hours bi-weekly

Shift Work Required: No

Range of Pay: \$3,299.80 to \$3,884.30 bi-weekly (subject to review)

Start date: To follow selection process

Initial Reporting Location: Greater Sudbury Airport

Eligible to Work from Home: No

Department: Greater Sudbury Airport Services

Main Function: This position is responsible to the Director, Terminal and Land Development, for the complete management, direction and operation of the passenger experience programs, processes and activations, as well as overseeing the implementation of customer engagement strategies, policies and plans, through the successful accomplishment of strategic and operational priorities and the sectional annual business plan.

Duties: Under the general supervision of the Director, Terminal and Land Development...



1. Responsible for the preparation and execution of an annual business plan in concert with budgeting process. The plan will detail service goals, expected service performance outputs, resource inputs required to achieve these outputs, and the measures used to assess the performance against the goals.
2. Develop and manage collaborative external relationships with senior levels of new and existing partner groups, including city officials, tourism and cultural officials and the art community.
3. Liaise with senior levels of airline and agency partners, including station managers, as it relates to passenger programs intersecting with air carrier operations.
4. Represent the Greater Sudbury Airport (GSA) through industry working groups, as it relates to passenger/customer engagement and experience.
5. Manage relationships with external vendors/suppliers to develop designs and components and oversee the translation of design objectives into relevant aesthetics initiatives and programs that enhance the ambiance for passengers.
6. Develop passenger programs, engagement, services, and experiences based on priorities as established through research, passenger insights and operations, in collaboration with internal/external partners.
7. Develop and manage passenger programs to create a positive passenger experience, with an eye on influencing mindset.
8. Lead analysis and develop strategies and tactics to ease passenger tension and increase experience in areas of key congestion or during construction.
9. Manage the implementation of paid-partner programs, as associated to passenger engagement, entertainment, and experience.
10. Develop peak period programming and seasonal planning, including unique alternatives to offer entertainment (such as live music program, engaging activities and programs tailored to the specific travelling season and holidays)
11. Develop, create, manage, and deliver décor and experience objectives that enhance the passenger experience while in the terminals throughout the year.
12. Manage holdroom standards, including seating level of service, look, feel, and variety of holdroom seating.
13. Responsible for delivery of and end-to-end project management of Aesthetics and Ambiance projects/programs.
14. Manage passenger amenities and programming, ensuring relevant products such as play areas, family planning, experiential activations, and business pods are available across both terminals and all sectors.
15. Develop and manage the passenger and community communication strategies
16. Develop, implement, and oversee digital technology communications platform to promote customer-facing communication.



17. Develop and manage, with Information Technology, processes for the management of inter-terminal digital assets and associated service level standards and life-cycle asset management.
18. Develop and execute innovative digital marketing strategies to maximize community awareness and engagement in all airport activities; measure and adjust digital media efforts where required.
19. Actively monitor airport's online reputation and content; develop strategies to manage and track online content.
20. Write and distribute internal and external communications including news releases, media advisories, public service announcements, etc.
21. Act as Director, Terminal and Land Development's representative when not available, including but not limited to attending management/Board meetings and managing/disciplining staff.
22. May be required to work outside of normal or core business hours to coordinate airport activities, events, and emergencies.
23. Participate in human resource management, including the hiring, promotion, or discharge of section personnel; perform annual performance appraisals and dispense discipline, as required; act as management representative at the first stage of the Grievance Procedure.
24. Develop and maintain a thorough working knowledge of CGS's Safety Manual and the applicable provincial legislation listed therein.
25. Perform other related duties as required.

Qualifications:

Education and Training:

University degree in a related discipline from a recognized university with Canadian accreditation.

Additional education initiatives to update and expand competencies.

Experience:

Minimum of four (4) years of directly related and responsible communications and customer service relationship management experience, including two (2) years managing a similar function in a large, unionized, and diversified public or private sector organization. Experience in airport or airline customer service is a valued asset.

OR

Education and Training:

College diploma in a related discipline from a recognized college with Canadian accreditation.



Additional education initiatives to update and expand competencies.

Experience:

Minimum of six (6) years of directly related and responsible communications and customer service relationship management experience, including two (2) years managing a similar function in a large, unionized, and diversified public or private sector organization. Experience in airport or airline customer service is a valued asset.

Knowledge Of:

Customer service trends and strategies.

Survey research and economic, demographic trends.

GSA's priorities and current and emerging issues within the aviation industry.

Applicable legislation and related regulations.

Best practices within areas of responsibility.

Abilities To:

Manage the financial, human, and physical resources of the section in a collaborative manner.

Demonstrate supervisory and administrative ability in direction the section's activities.

Prepare and effective business plan for the section. Set and achieve high standards for the section.

Prepare operating and capital budgets for the Passenger Experience and Customer Engagement section.

Demonstrate strong organizational and analytical skills.

Develop and implement comprehensive passenger experience programs and customer engagement plans, and marketing campaigns.

Understand and meet the needs of customers.

Compose articles, media releases, reports and letters.

Create and respond appropriately to a continuous learning environment.

Balance conflicting demands from stakeholders.

Anticipate and manage the impact of change on the section's activities.

Manage conflict, mediate disputes, assist in reaching consensus.



Obtain a Restricted Area Identification Card.

Personal Suitability:

Mental and physical fitness to perform essential job functions.

Language:

Excellent use of English; verbally and in writing.

French verbal skills highly desirable; written skills an asset.

Other Requirements:

May require the use of a personal or CGS vehicle on CGS business. Must be physically capable of operating a vehicle safely, possess a valid driver’s license, have an acceptable driving record, and personal insurance coverage.

Leadership Competencies: Tactical Implementation (II)

Competency	Competency Definition	Level	Level Definition
Shaping the Future			
Innovation	Take a creative approach to problems or issues, “think outside the box”, go beyond the conventional, and explore creative uses of resources.	4	Takes action to innovate
Judgment and Decision Making	Make sound decisions involving varied levels of complexity, ambiguity and risk.	3	Develops alternatives before making complex decisions
Delivering Business Results			
Collaboration	Work and communicate collaboratively within City of Greater Sudbury to create alignment within and across teams and groups.	3	Collaborates beyond one’s area



Customer/Citizen Focus	The desire to work closely with internal and external customers to meet and exceed their expectations.	3	Monitors and improves quality of customer service
Organizational Awareness	Learn and understand the key relationships, diverse interest groups and power bases within one's own and other organizations.	3	Understands climate and culture
Planning, Coordination & Execution	Plan and coordinate work to achieve desired results on a consistent basis.	4	Plans and executes broad implementation efforts
Aligning People & Teams			
Developing Others	The genuine intent to foster the long-term learning or development of others by recognizing and supporting their developmental interests and needs, and encouraging opportunities for learning.	3	Provides feedback to encourage ongoing development
Holding Self & Others Accountable	Hold others accountable to execute to high standards of excellence and hold themselves accountable to the same or higher standard.	4	Acts to address performance issues
Leadership	Inspire others to work toward common goals by engaging and empowering them, and providing clarity and direction.	3	Obtains resources and takes care of the team
Enhancing Personal Effectiveness			
Flexibility/Adaptability	Adapt and work effectively within a variety of situations, and with various individuals or groups.	3	Adapts ap



Interpersonal Communication	Communicate effectively by reflecting on verbal and non-verbal behaviour, being attuned to the needs, perspectives and sensitivities of others and acting with them in mind.	4	Makes insightful assessments
Managerial Courage/Integrity	Acting with integrity, ensuring one's actions are consistent with City of Greater Sudbury's values and expectations.	3	Is honest and candid with managers, peers or external parties
Leadership Presence	Develop and maintain a sense of presence and emotional maturity and have an inner confidence that one can succeed and overcome obstacles.	4	Demonstrates resilience

For more information on leadership competencies, please refer to our [Leadership Competency Dictionary](#).

How to Apply:

Résumés quoting **EX22-1438** are invited and will be received by the City of Greater Sudbury's Human Resources and Organizational Development Division, by e-mail at hrjobs@greatersudbury.ca or fax at **705-688-3979**, for the above noted position until **4:30 p.m. on Friday, January 6, 2023**. Any application received after this deadline will not be considered.

For further instructions on how to apply to this position, please visit our [How to Apply](#) section.

All City of Greater Sudbury employees are required to be fully vaccinated as a condition of hire in accordance with the City's mandatory [Vaccination Policy](#). Please do not submit your proof of vaccination with your resume. This information will only be required if you are selected as the candidate of choice.

All applicants are thanked for their interest in this position. Only those selected for an interview will be contacted. If contacted, and you require a disability related accommodation in order to participate in the recruitment process you must advise the Hiring Manager.



The City of Greater Sudbury has launched a [survey](#) to understand what prospective employees are looking for from an employer. Please take a few minutes to provide us with your input. Your responses will be anonymous. Thank you in advance for your participation in the survey!

The City of Greater Sudbury is dedicated to maintaining an equitable, inclusive, diverse and accessible work environment. Candidates must be legally eligible to work in Canada. To find out if you're eligible and for more information, visit our [Applicants Living Outside of Canada](#) web page. If you received your education from an educational institution outside of Canada, a copy of your [Word Education Services \(WES\)](#) or [International Credential Assessment Service of Canada \(ICAS\)](#) document is required, along with your credentials. Personal information submitted will be used for the purpose of determining suitability for this competition only in accordance with The Municipal Freedom of Information and Protection of Privacy Act.

🚧 In this Section

[Distribution/Collection Relief Operator \(2\) EX22-1448](#)

[Building Superintendent EX22-1446](#)

[Co-ordinator of Programs and Outreach EX22-1444](#)

[Mail Delivery Clerk EX22-1442](#)

[Bricklayer / Winter Equipment Operator EX22-1440](#)

[Manager, Passenger Experience and Customer Engagement EX22-1438](#)

[Assistant Solicitor EX22-1435](#)

[Building Services Technician EX22-1432](#)

[Customer Service Clerk - Tax EX22-1430](#)

[Animal Shelter Attendant EX22-1428](#)

[Distribution and Collection Operator A \(Trouble Investigator\) EX22-1426](#)

[Maintenanceperson EX22-1423](#)

[Distribution and Collection Operator A \(Lead Hand\) EX22-1421](#)

[Bricklayer / Winter Equipment Operator EX22-1419](#)

[Caseworker \(English Positions\) \(4\) EX22-1417](#)

[Truck Driver – One Person Multi-Function Operator \(St. Clair\) EX22-1415](#)

[Maintenance Technician II \(EX22-1413\)](#)



[Clerk's Services Assistant \(English\)_\(2\) EX22-1407](#)

[Registered Nurse \(Pioneer Manor\) EX22-1387](#)

[Registered Practical Nurse \(Weekends\)_\(Pioneer Manor\) EX22-1386](#)

[Registered Practical Nurse \(Pioneer Manor\) EX22-1385](#)

[Personal Support Worker \(Weekends\)_\(Pioneer Manor\) EX22-1384](#)

[Personal Support Worker \(Pioneer Manor\) EX22-1383](#)

[Project Manager \(2\) EX22-1376](#)

[Specialty Services and Programs \(Rental/Ticket Staff\) – \(Recruitment Pool\) EX22-1178 Revised](#)

[Program Instructor \(Ski/Snowboard Instructor\) – \(Recruitment Pool\) EX22-1174 Revised](#)

[Service and Program Staff \(Ticket Staff\) – \(Recruitment Pool\) EX22-1170 Revised](#)

[Ski Lift Attendant \(Recruitment Pool\) EX22-1188 Revised](#)

[Outdoor Rink Staff \(Recruitment Pool\) EX22-1189](#)

[Operator "A" \(Water\)_\(Employment Opportunity & Training Opportunity\) EX21-973](#)

Contact the City

Online: [Customer Service Portal](#)

Email: 311@greatersudbury.ca

Local: Dial 311

Long Distance: 705-671-2489

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RT @PublicHealthSD: Opportunities for our vaccination clinics this week can be found here: <https://t.co/0vL5Y4H6fl>
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signage, lighting, furnishings and landscaping to improve the experience of active transportation users. Completing...
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