

Posting for Director, Marketing and Communications

Organization

John C. Munro Hamilton International Airport is a regional passenger and cargo airport serving the greater Hamilton, Niagara and Burlington areas of Southern Ontario. The airport is focused on providing fast, hassle-free service for both passengers and cargo clients. Hamilton International Airport Limited is a privately held company and a wholly owned subsidiary of Vantage Airport Group, a leading global airport investment, management and development company.

Role Summary

The Director, Marketing and Communications is a member of the airport's executive team, accountable for airport revenue generation through the development and execution of strategic plans for Marketing and Communications, and Air Service Development.

As the lead public relations official for the airport, the Director, Marketing and Communications develops and implements communications strategies and public relations programs that focus on positioning Hamilton International as a significant contributor to the Hamilton community. This role also works closely with the Vantage Air Service Development team to support business development efforts related to expanding passenger air carrier services.

Some travel required.

Reports to: President and CEO

Direct Reports: Senior Coordinator, Marketing and Communications

Key Responsibilities

- As a member of the executive team, takes a collaborative, whole-airport approach to resolving issues; represents the airport in a professional manner both internally (role model) and externally (ambassador)
- Provides substantial input to the airport's long-term strategic plan, and annual business plans
- Establishes and maintains strong relationships with representatives of the aviation industry and stakeholder groups, such as airlines, air cargo operators, travel agents, tourism and economic development agencies, and local governments
- Creates, leads, executes and manages the airport's Marketing and Communications Plan, including
 - Developing, implementing, and evaluating a comprehensive public relations strategy
 - Acting as the lead public official for the airport in response to inquiries from government, media, and the public
 - Developing, implementing and monitoring the airport's social media strategy; and continuously improving the airport website (e.g. content, analytics)
- In conjunction with Vantage Air Service Development team, owns and executes the airport's strategic plan for Air Service Development, including
 - Supporting strategies to drive passenger traffic growth and increased airline service
 - Executing marketing campaigns for airlines (aiming for creative solutions within a defined budget)
 - Analyzing market conditions and preparing recommendations to improve traffic and financial results

Qualifications

- Minimum 7 years' experience in commerce, communications, marketing, or a related field with a marketing specialization
- Minimum 3 years' experience managing teams, responsibility for a revenue-generating function preferred
- Experience working with airlines or airports would be a strong asset
- University degree required, MBA preferred

Desired Skills

- Strategic thinking and strategic planning

- Ability to manage multiple assignments with competing deadlines
- Ability to persuade, negotiate and complete business agreements
- Organizational leadership, including ability to foster a spirit of teamwork and cooperation among staff
- Communication skills – written, verbal, visual
- Proficiency with the Microsoft Office suite

APPLICANTS:

We look forward to hearing from you and welcome you to apply by clicking on the "Apply Now" link below. Or, check out the posting and Company information at www.flyhamilton.ca and submit your resume through our site. We thank you for your interest, but only candidates selected for an interview will be contacted.

Posting will close January 20, 2017