



## North Bay Jack Garland Airport Corporation Job Posting

**POSITION TITLE:** Development and Marketing Manager  
**SALARY GROUP:** Management  
**Closing** May 3, 2018

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The North Bay Jack Garland Airport Corporation (NBJGAC) is seeking a Manager of Marketing and Business Development. The candidate's professional and thoughtful problem resolution skills are complementary to his/her responsive client focused approach. This individual enjoys working in a demanding, fast pace environment where their ability to effectively manage competing priorities results in successful projects and innovative new ideas. The successful candidate must possess the qualifications and perform the duties, as set out below.

### **POSITION SUMMARY:**

Working as part of the management team and reporting to the Airport Manager/AE the Development and Marketing Manager is responsible for the complete management, direction and operation of the business development and marketing sections of the North Bay Jack Garland Airport with the following major duties and responsibilities:

### **MAJOR DUTIES AND RESPONSIBILITIES:**

- Assessing 'investment readiness' and the development or updates of investment readiness products and profiles.
- Responsible for the development and implementation of the business development sections of the annual Business and Operational plans for the NBJGAC.
- Responsible for the growth and expansion of business development activities of the North Bay Jack Garland Airport; including but not limited to land development, aviation aerospace, air passenger service development, air cargo service development, airport terminal service development and groundside complimentary services.
- The development and implementation of strategies to support YYB's growth to achieve a logistic hub status.

- Guide and advise industry clients and developers on the process for development on airport property.
- Liaise with provincial and federal government agencies during the course of airport development projects.
- Develop funding applications to support the financial stability of airport development projects.
- Manage and co-ordinate airport development projects in conjunction with the Airport Manager/AE, including the development and monitoring of budgets to support the development work plan.
- Responsible for conducting research, analyzing and monitoring financial, technological, and demographic factors to capitalize on market opportunities and minimize the effects of competitive activity of the aviation industry.
- Manage all of the CYYB's advertising, branding, and promotional activities.
- Manage and co-ordinate all public and media relations.
- Responsible for the development, implementation, and monitoring of performance targets for customer service by compiling, and analyzing statistical data and customer feedback.
- Responsible for the investigation and solution for customer service complaints or any crises such as security issues.
- Responsible for the development and management of policies, and procedures relating to airport terminal and customer services.
- Ensures all economic development and strategic plans respect the City Official Plan.
- Manage and monitor contract agreements for ancillary services such as advertising, ground transportation, and air carriers.
- Provide assistance and advice to the Airport Manager/AE; recommending changes to existing services, policies, and procedures in regards to marketing, development and customer service.
- Develop and maintain a thorough working knowledge of the North Bay and YYB's catchment area.
- Performs other work related duties as requested by the Airport manager which are not limited by this job description.

#### **WORKING CONDITIONS:**

- The airport operates on a continuous basis and the Development and Marketing Manager must be available to be on call in the event of airport emergencies, special events and operational requirements.
- Occasional overtime on evenings and weekends to meet with clients, attend meetings, address operational issues.
- Out of town travel required.
- Need for consistent attention to detail.

- Commitment to professional development of skills and knowledge necessary for the effective performance of the role.

**QUALIFICATIONS: Education, Experience, Skills and Abilities:**

Education and Training:

University Degree in a related discipline (Aviation Management, Business Administration, Commerce and/or Economics). Additional education initiatives to update and expand competencies such as professional aviation training and/or designation through an accredited aviation association (I.A.A.E or A.C.I.).

Experience:

Minimum of five (5) years of experience in the aviation industry including management experience in a regional airport environment (50,000 to 200,000 annual passengers) airport environment.

Experience and knowledge of cargo operations and logistic hub requirements.

Knowledge of:

Airport management and operations.

Applicable legislation and related regulations.

Best practices within areas of responsibility.

Horizontal linkages to other relevant governmental levels and services, as well as, the private sector.

Abilities to:

Understand and meet the needs of customers.

Prepare operating and capital budgets for the Section.

Prepare an effective Business Plan for the Section.

Set and achieve standards for the North Bay Jack Garland Airport.

Align systems to facilitate better service for the citizens in the catchment area.

Create enthusiasm and motivation for employees to pursue the NBJGAC's targets.

Balance conflicting demands from stakeholders.

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

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

Manage conflicts, mediate disputes, and assist in reaching a consensus.

Respond quickly to emerging opportunities or risks.

Respond quickly in the event of an airport emergency.

Initiate emergency response plan in the event of an emergency.

Provide a stabilizing influence within the Section.

Strong analytical skills and solid ability to draw conclusions from various analysis.

Proficient skills in Microsoft Office Suite. (Excel, Word, PowerPoint, Access, Publisher)

Manage a social media program.

**Personal Suitability:**

Resourceful, self-motivated, solid team player  
Mental and physical fitness to perform essential job functions.  
Highly developed interpersonal skills.

**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 NBJGAC vehicles on Airport business. Must be physically capable of operating a vehicle safely, possess a valid driver's license, have an acceptable driving records and personal insurance coverage.

Canadian passport is a must to meet the travel requirements of the position.

\*A Criminal Records Check is required in advance of starting employment in this position. Please contact the Police Services for your residential location for information on how to obtain a Criminal Records Check.\*

Qualified candidates should submit their résumé in confidence by Thursday, May 3rd, 2018 at 4:30 PM to:

**Airport Manager/AE**  
**North Bay Jack Garland Airport Corporation**  
**50 Terminal St., Suite 1, North Bay, ON Canada P1B 8G2**  
or by e-mail [airportmanager@yyb.ca](mailto:airportmanager@yyb.ca)

Any application received after this deadline will not be considered.

The North Bay Jack Garland Airport Corporation is dedicated to maintaining a fair and equitable work environment, and welcomes submissions from all qualified applicants. All applicants are thanked for their interest in this position. Only those selected for an interview will be contacted.