



Careers

Airport Business Development and Community Relations Manager

Join our dynamic team at Kelowna International Airport!

Long-term growth leads to business success — and here at Kelowna International Airport – YLW we welcome team members who can help push our vision forward. We're currently searching for an experienced Business Development and Community Relations Manager who can partner with multiple internal departments and external organisations to drive measurable results that benefit our business. Our ideal candidate will be able to implement an effective approach that expands our reach, strengthens client relationships, and helps grow our regional economy. Seeking out business opportunities that can boost the Airport's revenue and contribute to the Airports continued growth and success as Canada's tenth and British Columbia's second busiest airport.

Help Kelowna International Airport continue to be an *Airport of the Future*. Our diverse and dynamic team strives to innovate to make things better, work as one team, serve proudly, and lead responsibly. As the Airport Business Development and Community Relations Manager, you will be responsible for creating, developing, managing, and implementing marketing strategies, business development programs, and community event planning Airport-wide. You will develop and implement initiatives in support of YLW's strategies, goals, and targets, including marketing and business plan development and strategy implementation. You will focus on profitable partnerships, business opportunities, and revenue growth in alignment with YLW's strategic goals. You will plan, coordinate, and lead all marketing related initiatives intended to develop and expand the commercial activities, business development, revenue generation, and community relations of the airport. You will also nurture relationships between YLW and airport campus employees, external organizations, and the local and regional community.

Primary objectives of this role are to

- Develop and execute marketing and business strategies that prioritizes growth and positive airport customer ratings
- Maintain and grow positive professional relationships with new and current internal and external clients
- Use financial data and sales techniques to help improve per passenger spend revenue
- Monitor food & beverage and retail sales progress to ensure airport customer requirements are being met and YLW maximises revenue opportunities
- Manage airport related community events, manage and promote the Airport's branding
- Develop and review sales contracts for new commercial opportunities at YLW

You have a degree in marketing/communications or a related field along with a minimum of five years progressive related experience in marketing with a focus on business development and community relations, or related experience in business or marketing. You have in-depth knowledge and understanding of advertising and marketing principles as well as research, and a strong knowledge of business and sales growth techniques. You possess sharp negotiating and networking skills, as well as being a good organizer and problem solver. You also have experience working with advertising and creative agencies, radio, and digital media, as well as graphic and print houses.

Live, work and play in one of Canada's fastest growing cities. Kelowna boasts miles of lake access, public areas and outdoor recreation opportunities, a vibrant downtown and cultural scene, healthy and connected neighbourhoods, and a world-renowned College and University. You're only a quick link to the world via the Kelowna International Airport. Grow your career in an organization that supports employee work-life balance and career and professional development. This exempt position offers a salary range of \$103,000 to \$120,000, employer-paid comprehensive benefits, an earned day off program, paid vacation and one of Canada's top pension plans.

Apply online at kelowna.ca/careers by March 12, 2024