



Careers

Senior Manager, Communications, Marketing and Government Relations

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 **Senior Manager, Communications, Marketing and Government Relations** for this senior leadership role responsible for developing and executing comprehensive communications, marketing, and government relations strategies that advance the Airport's business, community, and advocacy objectives. Reporting to the Director, Commercial and Air Service, this position provides strategic oversight of internal and external communications, brand and reputation management, public and media relations, and integrated marketing initiatives that promote YLW to passengers, partners, and the broader community.

The role plays a critical leadership function in shaping the Airport's public profile, managing issues and reputational risk, and ensuring clear, timely, and consistent communications with staff, passengers, media, and stakeholders. As the Airport's senior communications authority, the incumbent leads crisis and emergency communications planning and response, including participation in the Emergency Coordination Centre and acting as a primary media spokesperson during incidents as required. Availability outside regular business hours—including evenings, weekends, and holidays—is required to support operational and emergency response needs.

This position also leads YLW's intergovernmental relations and advocacy efforts, acting as a key liaison with municipal, provincial, federal, and Indigenous partners. The Senior Manager provides expert advice to senior leadership, analyzes policy and legislative developments, and advances Airport priorities through strong relationships, collaboration, and strategic engagement across jurisdictions.

As a people leader, this role builds and supports a high-performing, multidisciplinary communications and marketing team and provides direction to external consultants and creative partners. The Senior Manager drives accountability through budget oversight, performance measurement, and reporting, ensuring initiatives deliver measurable outcomes aligned with the Airport's strategic priorities, values, and the City of Kelowna brand.

You bring a post-secondary degree in communications, marketing, public relations, or a related discipline, along with a minimum of eight (8) years of progressively responsible experience and at least five (5) years in a supervisory or management role. An equivalent combination of education and experience will be considered. You offer demonstrated expertise in strategic corporate communications, media relations, issues and crisis management, digital marketing, and stakeholder engagement within complex, politically sensitive, or highly regulated environments. Experience working in aviation, airports, local government, or unionized environments is considered an asset.

The successful candidate must be eligible to work in Canada and able to obtain and maintain a Transportation Security Clearance (TSC) from Transport Canada. A valid BC Driver's License and the ability to travel regionally, and occasionally nationally, are required. YLW is committed to equity, diversity, and inclusion and encourages applications from all qualified individuals.

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. The annual salary for this exempt position ranges from \$120,000 to \$140,000 (salary range currently under review), depending on qualifications and experience. Most candidates can expect to start in the lower to mid-range of this scale, with opportunities for salary growth based on performance and tenure. In addition to the base salary, we offer comprehensive employer-paid group health benefits, an earned day off program, competitive paid vacation and one of Canada's top pension plans.

For full position details and to apply online, please visit kelowna.ca/careers by May 12, 2026.