



Senior Communications Specialist

Who We are

The Greater Moncton Roméo LeBlanc International Airport (YQM) is a progressive airport and the leading airport in the central Maritimes. Everyone associated with the airport strives to provide superior air service to passengers travelling all over the world and to the global cargo industry -safe, convenient, efficient, bilingual and business-like.

YQM also strives to maximize its contribution to local and regional economic and community development - it drives over \$665 million of economic activity annually, making it one of the top private-sector economic contributors to New Brunswick's economy.

Your economy. Your airport.

Job Purpose

The Senior Communications Specialist is responsible for corporate communication initiatives and activities and is the primary media liaison for the Airport Authority. They oversee the Official Languages file, maintain corporate brand standards and lead airport signage and messaging on all platforms, physical signage, website and social media. In addition, they implement YQM's social media strategy including content generation and monitoring of posts and play an active role in stakeholder engagement and marketing efforts with responsibility for the customer comment and complaint process.

Overview of Duties

- Draft content for internal and external corporate communications including reports, presentations, press releases and newsletters. Where approved for third party execution as may be required from time to time, oversees and is responsible for delivery thereof.
- Primary media liaison for the airport authority and handle requests for interviews, statements, etc.
- Media and communications planning and support as part of the airport's emergency response plan.
- Develop an effective corporate communication strategy.
- Assist in communication internally and externally of strategies or messages from Executive leadership.
- Work in consultation with Director to set annual budget for areas of responsibility. Ability to manage budget once it has been established, keeping Director up to date.



- Contribute to development and implementation of YQM's Communications, media, social media, marketing, and crisis plans.
- Lead airport signage and messaging on all platforms, physical signage, website and social media.
- Responsible for leading and monitoring of social media channels including content generation.
- Oversee the Official Languages file regarding regulations, policies and complaints.
- Leads customer complaint process including follow up and customer satisfaction survey programs.
- Translate smaller posts and materials as well as review translated work before being posted or published.
- Production coordination of YQM collateral materials, corporate displays, and promotional materials.
- Oversee 3rd party consultant(s) responsible for in terminal advertising and the art program.

Qualifications

- Fluently Bilingual (written and verbal).
- Undergraduate Degree in a related field.
- 5+ years of relevant experience, including experience working with media.
- Strong verbal and written communication skills.
- Ability to develop written correspondence that is well-organized with accurate spelling and grammar.
- Knowledge in best practices in the fields of communications, marketing and public relations.
- Ability to proofread and edit documents.
- Proficiency in MS Office Suite (MS Word, Excel and PowerPoint).
- Ability to obtain and maintain a Transport Canada Airport Security Clearance.

Reporting Relationship

Director of Commercial Development

Role is based in Dieppe, New Brunswick. Role is based on a 37.5-hour workweek and pays \$39.94 per hour to start (the rate is increased by 2.5% after 1 year and another 2.5% at the end of the second year).

This position is included in the collective bargaining unit (UCTE) for the Greater Moncton International Airport Authority.



Accessibility and Diversity

We are committed to providing an inclusive and barrier-free work environment, starting with the hiring process. If you need to be accommodated during any phase of the evaluation process, please email accessibility@cygm.ca to request specialized accommodation. All information received in relation to accommodation will be kept confidential.

The Greater Moncton International Airport Authority (GMIAA) values the diversity of the people it hires and serves. Diversity at GMIAA means fostering a workplace in which differences are recognized, appreciated, respected, and responded to in ways that fully develop and utilize each person's talents and strengths.

How to Apply

Applications can be submitted directly through [Indeed](#). Alternatively, applications that require accommodations can be directly submitted via email to accessibility@cygm.ca.

We thank all those who apply, however only those selected for further consideration will be contacted.