

## Executive Profile

Title:	Vice President, Revenue Strategy and Business Development	Category:	Excluded
Reports to:	President and Chief Executive Officer (CEO)	Group:	Executive

### Purpose

The Vice President, Revenue Strategy and Business Development (VP) leads the corporate strategy, management, and performance of all aspects of the Victoria Airport Authority's (VAA) revenue portfolio and all real estate, commercial and economic initiatives including, air service development, advertising, concessions, parking, ground transportation, and car rentals with a strong focus on sustained revenue growth. The VP also leads the strategy and delivery of all corporate marketing, media, communications, community, and government relations initiatives. The VP is a key member of VAA's executive team and works closely with the CEO and other executives to collaborate on the development and implementation of strategic priorities. The VP develops and manages relationships with a wide network of partners to enhance VAA's reputation within the community, sector, and industry. The VP leads a multidisciplinary team of employees.

### Accountabilities

1. Formulates and executes VAA's business development strategy, with a view of revenue maximization and the cultivation of new business opportunities.
2. Collaborates with the CEO and other members of the executive team to advance VAA priorities and resolve issues and contributes to the development and implementation of VAA's strategic plan, recommendations to the Board, and other corporate initiatives.
3. Provides innovative, executive leadership on the identification, development, evaluation, recommendation, negotiation, implementation, and management of all revenue generating initiatives, including:
  - a. Aeronautical revenue – air service and air cargo development
  - b. Non-aeronautical revenue – terminal commercial concessions, parking, ground transportation, advertising, and car rentals
  - c. Real estate/land development – aviation and non-aviation (e.g. Hotel) leases, property management and zoning/rezoning, in consultation with local and federal governments and First Nations
  - d. New opportunities – sets market rates and attracts new commercial opportunities
4. Leads, directs, and provides executive oversight on VAA's marketing strategy, initiatives, and promotions, ensuring brand integrity (YYJ and VAA) and corporate positioning, in all presentations, materials, platforms (e.g. social media, corporate website) and publications.
5. Leads, directs, and provides executive oversight on VAA's corporate communications strategy, including all aspects of communications planning (crisis/IROP/emergency), media relations/releases, social media, and engagement/communications with stakeholders, interested parties and the public.

6. Manages and cultivates relationships and attends meetings/events with key internal/external stakeholders, airlines, service providers, partners, industry contacts (e.g. Canadian Airports Council), tenants, all levels of government, First Nations, regulatory agencies, and others to promote harmonious relations, collaborate on initiatives of mutual interest, apply influence, negotiate agreements, secure funding/grants, resolve issues and advance VAA's business development priorities and overall airport usage.
7. Leads, directs, and provides executive oversight on VAA's community relations initiatives, consultations, and outreach, including investments, partnerships, sponsorships, and donations to promote and enhance VAA's reputation and community presence.
8. Leads, directs, manages, participates and/or oversees initiatives to increase revenue generation, introduce new services, address regulatory requirements and compliance (e.g. Official Languages Act, etc.), expand capacity and/or address threats or opportunities.
9. Leads and directs or oversees all aspects of financial management for all revenue/business development activities and related operational budgets, forecasts (revenue, passengers, etc.), contracts, and expenditures in partnership with the Finance team, ensuring compliance with fiscal parameters and the prudent use of financial resources.
10. Leads, directs, oversees and/or prepares research, business case analysis and data analysis projects (e.g. RFP and ROI analysis) to evaluate strengths, weaknesses, opportunities, and threats and develops strategies, KPI's and criteria to advance and measure revenue generation objectives and performance.
11. Leads, contributes to, and oversees the enhancement of a positive, safety-focused culture within VAA, and the reputation of VAA within the community, sector, and industry.
12. Leads, directs, coaches, mentors, and supervises a multi-disciplinary team of employees, manages performance, identifies training and succession needs, makes hiring/discipline/dismissal decisions, and determines/allocates resources.
13. Leads and directs and/or contributes to reports, forecasts, statistics, presentations, communications materials, and other media.
14. Maintains expertise in business development, marketing, communications, community relations, airport concessions/ management trends, best practices, operations, and systems.
15. Conducts other related duties.

## Job Requirements

### Education:

- Degree in business administration, marketing, commerce, economic development, aviation management, or equivalent discipline, and ten years of recent, related experience\*; OR
- A minimum of fifteen years of recent related experience\* in a similar role.

### \*Recent, related experience must include:

- Experience at a senior management level, for an airport of similar size and complexity:
  - Proven success leading and managing all aspects of revenue generation and business development activities, including air service development, concessions, parking, and ground transportation.
  - Proven success leading and managing all aspects of real estate, including attracting commercial businesses, negotiating leases/tenant agreements, conducting land development/zoning, and overseeing property management.

- Proven success leading and managing all aspects of marketing, communications and community, industry, and government relations.
- Experience providing strategic counsel, advice, options, presentations, and recommendations to an executive team and/or Board of directors.
- Experience managing multiple projects, programs, and systems.
- Experience with revenue forecasting, managing operational budgets and overseeing contracted services.

Other requirements:

- Must be eligible to work in Canada and/or obtain all required work permits.
- Must be able to obtain and maintain Airport Security Clearance, (RAIC) as a condition of employment.
- Must possess and/or obtain a valid BC Driver's license, as a condition of employment.
- Must be willing to work outside normal work schedule to meet operational requirements.

Knowledge of:

- Business development, community engagement, outreach strategies and media relations best practices, standards, and methods.
- Property management principles and practices within the context of security, safety, risk management and regulatory requirements related to airport terminal, operations, and lands.
- Issues, trends, and challenges related to business development, marketing, community relations and media relations.
- Airline networks, market and route analysis and associated data relating to airline business cases to add, expand and retain air service capacity.
- Operations management, business/operational planning, and risk management.
- Financial management, procurement, and contract management.
- Human resource management within a unionized environment.
- Business English.

Skills and abilities:

- Exceptional oral and written English communication skills, presentation skills and attention to detail when communicating.
- Exceptional political acumen and strong emotional intelligence.
- Ability to network, influence and utilize internal and external resources.
- Ability to communicate complex technical concepts and information in a manner that can be understood by the audience.
- Leadership skills and the ability to provide inspirational leadership.
- Ability to manage multiple projects, priorities and consistently produce results within timelines.
- Decisive insight, analytical, problem solving and judgement skills.
- Conflict management, negotiation, and issues management skills.
- Customer service skills and the ability to develop and maintain positive working relationships with employees and a wide network of internal/external partners.
- Supervisory skills and the ability to manage performance, provide coaching, mentoring, guidance, and corrective action when necessary.
- Ability to use a variety of information technologies and standard office and operation-specific software applications.

Approvals			
Prepared by:	Michelle Cooper	Date:	August 2024
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