

## Management Profile

Title:	Manager, Communications and Engagement	Category:	Excluded
Reports to:	Vice President, Revenue Strategy and Business Development	Group:	Commercial

### Purpose

The Manager, Communications and Engagement (Manager) is responsible for developing and executing all communications, engagement, marketing, and stakeholder relations strategies to support the Victoria Airport Authority's (VAA) mission, values, and strategic priorities. Reporting to the Vice President, Revenue Strategy and Business Development (VP), the Manager leads internal and external communications, issues and crisis management, digital content and social media, community relations and engagement, and brand management. This leadership role is integral to fostering positive relationships with community partners, interest holders, and all levels of government, ensuring regulatory compliance (e.g. Official Languages Act), and enhancing the airport's public profile. The Manager is responsible for leading a communications team, contributes to strategic organizational initiatives and events, and prepares confidential documents and communications for VAA senior management and the board of directors.

### Accountabilities

#### Corporate Communications

1. Leads the development and execution of VAA's long-term communications plan, ensuring alignment with the organization's strategic goals, business plans, and policies.
2. Oversees the creation and delivery of corporate content across multiple platforms—including newsletters, social media, press releases, video, and photography—ensuring consistency, accuracy, and audience relevance. Maintains the internal content gallery.
3. Manages all media relations activities, including developing and implementing media communications plans, acting as spokesperson, responding to inquiries, cultivating positive media coverage, and providing media training for staff. Leads issues management. Engages and coordinates external consultants as needed.
4. Leads VAA's corporate social media strategy and presence, including content planning, monitoring, community engagement, analytics tracking, and establishing protocols for urgent or delegated postings.
5. Leads and maintains the Crisis Communications Plan, ensuring it is up to date, aligned with emergency response operations, and supports regulatory requirements; provides communications leadership during real-time events (e.g. IROP's, incidents, labour disruptions, etc.) and exercises, including functional support to the Emergency Operations Centre (EOC).
6. Oversees the customer feedback program, tracking, analyzing, and reporting on public inquiries and sentiment from various channels to support service improvement and engagement.

7. Monitors and analyzes media and public discourse related to the airport, identifying and addressing emerging issues and trends in coordination with relevant teams.
8. Manages the content and functionality of VAA's website and employee intranet, ensuring both platforms are user-friendly, up to date, and aligned with organizational needs; oversees evaluation and continuous improvement initiatives.
9. Supports internal communication strategies to strengthen organizational alignment, employee engagement, and operational awareness.
10. Ensures consistent application of VAA's brand and visual identity, including branded materials, templates, presentations, and reports, while supporting executive and board communications.
11. Supports the senior leadership with government relations messaging and materials, including speechwriting and content for engagements at all levels of government.
12. Monitors reputational risks and public sentiment and advises leadership on proactive strategies to protect and enhance VAA's public image.
13. Oversees the production of VAA's Annual Report and ensures all communications activities comply with the Official Languages Act.
14. Supervises and directs external service providers, including marketing consultants, graphic designers, and web developers, to support communications initiatives.

**Engagement:**

15. Builds and maintains strong relationships with relevant industry associations, government bodies, community partners, interest holders, and service providers, representing VAA on applicable committees and advancing initiatives aligned with the airport's strategic goals.
16. Develops and implements engagement strategies that strengthen VAA's public presence, enhance its reputation, and create meaningful dialogue with interest holders.
17. Collaborates with the VP, HR and Indigenous Relations to support engagement with the people of the WSA<sup>N</sup>EC First Nations in alignment with reconciliation commitments and airport initiatives.
18. Oversees the Community Investment Program and coordinates VAA's presence at community events, educational initiatives, and public forums to strengthen the airport's community profile and public understanding of its regional value.
19. Leads stakeholder and public engagement activities related to airport development, environmental assessments, and regulatory consultations, ensuring inclusive and well-documented processes.
20. Monitors, evaluates, and reports on engagement efforts, gathering community sentiment and feedback to inform continuous improvement and organizational responsiveness.

**Marketing:**

21. Develops and executes integrated marketing strategies and campaigns to promote airport services, programs, air carrier routes, and special events using digital, social, print, and direct communication channels.
22. Oversees the creation of tailored marketing materials and branded content, including graphics, digital assets, and promotional messaging, ensuring consistency with VAA's visual identity and alignment with stakeholder requirements.
23. Collaborates with air carriers, tourism organizations, and other external partners to support joint promotional activities that promote regional travel and ensure alignment with organizational goals and partnership agreements.

24. Implements targeted outreach strategies by identifying key audiences and leveraging digital tools—such as paid media, geotargeting, and video—to expand engagement and optimize content performance.
25. Monitors and evaluates campaign effectiveness, compiling social media and marketing analytics, administering customer surveys and market research, and reporting on key performance indicators to inform data-driven recommendations and continuous improvement.
26. Supports promotion of non-aeronautical services such as retail, advertising, and other commercial opportunities to help grow airport revenues and business development potential.

#### Additional Responsibilities:

27. Leads and manages a high-performing communications, marketing, and engagement team, including recruitment, supervision, performance evaluation, and professional development.
28. Manages overall team performance, identifies training and succession plan needs, makes decisions related to hiring, promotion, discipline, and dismissal, and determines/allocates resources.
29. Provide strategic counsel and make proactive recommendations to senior leadership to enhance organizational communications, stakeholder engagement, and public reputation
30. Acts as the management representative for their functional area on all labour relations matters.
31. Develops and exercises decision-making authority over program budgets, ensuring financial accountability and alignment with strategic priorities; approves vendor contracts within established budgetary approval framework and makes determinations whether to perform work with bargaining unit employees or contract out the work.
32. Plans, coordinates, and delivers internal and public-facing airport events, including route launches, promotions, sponsorships, and terminal activations; manages the special event permitting process and associated contracts or agreements.
33. Represents VAA to external audiences, including public meeting, stakeholder meetings, tours, and presentations; prepares reports, correspondence, and briefings for internal and external interest holders.
34. Supports strategic and operational initiatives across the organization, contributing to corporate planning, culture-building, and cross-functional projects while maintaining compliance with the Safety Management System and integrating safety into all aspects of daily work activities.
35. Maintains professional expertise and situational awareness, staying informed of industry trends, best practices, and evolving communication and engagement tools.
36. Performs other duties as required.

#### Job Requirements

##### Education:

- Completion of an undergraduate degree or other post-secondary education in Communications, Public Relations, Marketing, or a related field, and a minimum of **five years of recent\*, progressively responsible experience** in a corporate communications or public affairs role within a complex, regulated environment (e.g., airport, municipality, or transportation sector).

\*Recent (within the last seven years), related experience should include:

- Leading and managing strategic communications and marketing programs, including brand and digital strategies.
- A minimum of three years of experience in marketing, including campaign development and implementation.
- Experience in media relations, issues management, and acting as an organizational spokesperson.
- Stakeholder and community engagement experience, including engagement with Indigenous communities (note: leading Indigenous relations out of scope for this role).
- Experience working with Boards of Directors and executive teams.
- Management experience in a unionized environment.
- Demonstrated ability to develop, implement, and evaluate integrated communications and engagement plans.
- Experience supporting communication and engagement for infrastructure or capital projects with public and regulatory visibility.

Other requirements:

- Must be eligible to work in Canada.
- Must be able to obtain and maintain Enhanced Airport Security Clearance as a condition of employment.
- Must be able to obtain and maintain a valid BC Driver's License as a condition of employment.
- Must be willing and able to work outside normal work schedule to meet operational requirements.

Knowledge of:

- Corporate communications and public engagement principles, strategies, and performance evaluation methods.
- Indigenous history in Canada and the W̱SÁNEĆ values and culture.
- Local and regional government structures, airport and transportation industry dynamics, and related regulatory frameworks.
- Accessibility legislation and inclusive communication standards applicable to public-facing materials and digital content.
- Requirements of the Official Languages Act (OLA) and the ability to ensure compliance in all public-facing communications, including oversight of translation, signage, digital content, and stakeholder engagement materials.
- Digital and traditional media, including website management, social media, video production, and visual content.
- Microsoft Office suite, content management systems (e.g., WordPress), and digital analytics tools (e.g., Google Analytics) at an advanced level.
- Video production, photographic and graphic design principles.
- Airport operating environments and applicable federal/provincial legislation, including safety and accessibility standards.
- Fundamentals of human resources management, particularly team management.

Skills and abilities:

- Exceptional communication, writing, editing, public speaking, and presentation skills tailored for a variety of audiences.
- Ability to collaborate effectively with diverse stakeholders, including community leaders, government officials, and business professionals.
- Strong interpersonal and client service skills, with the ability to build and maintain positive relationships.
- High emotional intelligence, cultural competency, and the ability to exercise discretion and sound judgment.
- Enthusiastic and energetic; able to work both collaboratively in a team environment and independently.
- Strong organizational, analytical, and problem-solving skills; able to manage competing priorities under tight timelines.
- Demonstrated leadership and supervisory capabilities, including coaching, feedback, and performance management.
- Skilled in conflict resolution, negotiation, and issues/crisis response.
- Technologically proficient and adaptable, with a willingness to learn and apply new tools and systems.
- Ability to communicate effectively in both English and French in written and oral formats is a strong asset, particularly in public- and stakeholder-facing communication.

**Approvals**

Prepared by:	Lindsay Gaunt	Date:	May 2025
Approved by:	Elizabeth Brown	Date:	May 2025