

## Job Description

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| <b>Position Title:</b>               | <b>Communications Coordinator</b>  |
| <b>Reporting To:</b>                 | <b>Manager, Communications and Engagement</b>  |
| <b>Key Relationships:</b>            | Internal – All VAA Staff<br>External – Media, Service Providers, General Public, Community Stakeholders, Indigenous partners including WSÁNEĆ First Nations, Vendors |
| <b>Supervisory Responsibilities:</b> | None   |

### **Role Summary:**

The Communications Coordinator supports the delivery of Victoria Airport Authority's (VAA) corporate communications, marketing, and stakeholder engagement activities. Reporting to the Manager, Communications and Engagement, the role contributes to the execution of communications plans, content development, media relations support, digital communications, and community engagement initiatives.

This position is responsible for creating and publishing content across multiple channels (including web, social media, and internal platforms), supporting media monitoring and inquiries, and ensuring consistency with VAA's brand, voice, and communications standards. The role also assists with marketing campaigns, event coordination, and community investment and engagement programs.

Working across departments, the Communications Coordinator helps ensure timely, accurate, and accessible communication of airport operations, projects, and initiatives to internal and external audiences. The role requires strong writing and organizational skills, sound judgment, and the ability to manage multiple priorities in a dynamic, public-facing environment.

The Communications Coordinator is a union position and will normally work a 37.5-hour work week during regular administration office hours.

### **Key Responsibilities:**

#### **Corporate Communications & Content**

- Supports the execution of project-specific communications plans, including capital projects, construction impacts, and service changes, ensuring interest holders and the public are kept informed.
- Drafts communications materials including press releases, media advisories, internal announcements, backgrounders, and issues briefings.
- Assists with media monitoring, compiling coverage reports, and maintaining media contact lists.
- Supports the coordination of media inquiries and interview logistics under the direction of the Manager.
- Creates and publishes content across VAA's social media platforms, including day-to-day posting, community monitoring, and engagement, in alignment with the corporate social media strategy.

- Monitors social media sentiment and public discourse related to the airport, identifying emerging issues, trends, or reputational risks and escalating to the Manager as appropriate.
- Manages and updates content on VAA's website and employee intranet, support continuous improvement initiatives to enhance user experience and functionality.
- Maintains the internal content gallery, ensuring photos, videos, and digital assets are organized and up to date.
- Contributes to internal communications that strengthen organizational alignment and employee engagement.
- Reviews materials submitted by other departments for brand voice, visual identity consistency, and alignment with VAA's communications standards prior to publication.
- Supports the production of VAA's Annual Report and other corporate publications.
- Assists with ensuring compliance with the Official Languages Act by supporting translation coordination for public-facing content.

## **Marketing**

- Supports the execution of integrated marketing campaigns that promote YYJ's destinations, air carrier routes, services, and special events across digital, social, print, and direct channels.
- Assists in the creation of marketing materials and branded content including graphics, digital assets, and promotional copy, ensuring consistency with VAA's visual identity.
- Supports promotion of non-aeronautical services such as retail, advertising, and other commercial opportunities.
- Compiles social media and marketing analytics and contributes to performance reporting to inform continuous improvement.

## **Community & Stakeholder Engagement**

- Supports the coordination of VAA's presence at community events, educational initiatives, and public forums.
- Assists with the administration of the Community Investment Program, including tracking applications, correspondence, and reporting.
- Help maintains interest holder and community contact databases.
- Prepares materials and correspondence to support engagement activities and public-facing initiatives.

## **Events & General Support**

- Assists in the planning and delivery of airport events including route launches, terminal activations, promotions, and sponsorship activations.
- Coordinates photography and videography coverage for events and communications purposes.
- Contributes to cross-functional organizational initiatives and performs other duties as required.

## **Requirements:**

### **Education & Experience**

- Completion of an undergraduate degree or other post-secondary education in communications, journalism, public relations, marketing, or a related discipline (or an equivalent combination of education and experience).
- Minimum of three (3) years of recent experience in communications or public relations.
- Previous experience in an airport, transportation, or public-sector environment is an asset.

### **Knowledge of**

- Corporate communications and public engagement principles and strategies.
- Indigenous history in Canada and W̱SÁNEĆ values and culture.
- Accessibility and inclusive communication standards applicable to public-facing materials and digital content.

- Digital and traditional media, including website management, social media, video production, and visual content.
- Current trends in digital communications, media relations, and stakeholder engagement.

### **Skills & Abilities**

- Excellent written and verbal communication, presentation skills, and strong attention to detail.
- Ability to build effective working relationships with diverse interest holders.
- Strong organizational skills with the ability to manage multiple priorities and meet deadlines.
- Sound analytical, problem-solving, and judgment skills.
- Proficiency in MS Office; familiarity with content management systems (e.g. WordPress), social media scheduling tools, or design platforms (e.g. Canva, Adobe) is an asset.
- A collaborative, team-first attitude with the initiative to contribute ideas and take ownership of tasks.
- Commitment to confidentiality, privacy, and information security standards.

### **Other Requirements**

- Must be eligible to work in Canada.
- Must be willing to work outside normal work schedule to meet operational requirements as needed.
- Within six (6) months of hire, the successful candidate must obtain and maintain the appropriate level of Airport Security Clearance (RAIC) as a condition of employment.