

Job Description

Position Title:	Passenger Experience and Programs Officer
Reporting To:	Director, Security and Terminal Operations and Passenger Experience
Key Relationships:	Internal – All VAA Staff External –Service Providers, General Public, Community Stakeholders, Indigenous partners including W̱SÁNEĆ First Nations, Vendors
Supervisory Responsibilities:	None

Role Summary:

The Passenger Experience and Programs Officer plays a pivotal role in enhancing the overall passenger experience at Victoria International Airport. This position is responsible for developing, implementing, and coordinating initiatives and programs aimed at improving customer satisfaction, streamlining processes, and ensuring excellence in service delivery across all passenger touchpoints. The ideal candidate will possess a strong understanding of customer service principles, excellent communication skills, and a passion for creating memorable experiences for travelers.

The Passenger Experience and Programs Officer position is a union position and will normally work a 37.5-hour work week during regular administration office hours.

Education & Experience

- Post-secondary/bachelor's degree in hospitality management, Business Administration, Marketing, or a related field.
- Minimum of five (5) years of experience in customer experience management, preferably in the aviation or hospitality industry.
- Strong project management skills, with the ability to manage multiple initiatives simultaneously and meet deadlines.
- Excellent interpersonal and communication skills, with the ability to collaborate effectively with cross-functional teams and external stakeholders.
- Proven track record of developing and implementing customer-centric initiatives that drive measurable improvements in satisfaction and loyalty.
- Applicants with an equivalent combination of education and experience may be considered.
- Bilingual (En-Fr) or strong knowledge of another language is a plus.

Knowledge

- Knowledge of airport/terminal operations and regulations preferred, and/or similar regulated industry related experience in an operational or customer service environment.
- Working knowledge related to understanding and interpreting government and institutional regulations, requirements, and policies.
- Advanced skills in Microsoft Office suite (Excel, Word, PowerPoint) and online communication platforms.
- Demonstrated knowledge with customer feedback management tools such as (Airport Service Quality (ASQ), HappyOrNot, Qualtrics, Medallia, etc.).

Abilities

- **Strategic Thinking:** Ability to think strategically and develop long-term plans for enhancing passenger experience and satisfaction at the airport.
- **Communication Skills:** Strong written and verbal communication skills are essential for collaborating with various stakeholders, presenting ideas and initiatives, and addressing passenger concerns effectively.
- **Project Management:** Proficiency in project management to effectively plan, execute, and monitor passenger experience initiatives within budget and timeline constraints.
- **Customer Service Expertise:** A deep understanding of customer service principles and best practices, with the ability to develop and implement programs that exceed passenger expectations and drive loyalty.
- **Collaboration:** Capability to collaborate with internal departments, airlines, concessionaires, government agencies, and passenger advocacy groups to achieve common goals and deliver a seamless passenger experience.
- **Analytical Skills:** Capacity to collect and analyze passenger feedback, performance metrics, and industry trends to identify areas for improvement and make data-driven decisions.
- **Training and Development:** Experience in designing and delivering customer service training programs to ensure airport staff are equipped with the skills and knowledge to deliver exceptional service.
- **Innovation:** Knack for identifying innovative solutions and technologies to enhance the passenger experience, such as self-service kiosks, mobile apps, or virtual assistants.
- **Regulatory Knowledge:** Familiarity with airport operations, regulations, and industry standards, including accessibility requirements for passengers with disabilities or reduced mobility.
- **Presentation Skills:** The ability to create compelling reports and presentations to senior management and other stakeholders highlighting program effectiveness, key metrics, and recommendations for improvement.
- **Flexibility:** Adaptability to work in a fast-paced environment with changing priorities and the flexibility to sometimes work irregular hours, including evenings, weekends, and holidays, as needed to accommodate airport special events.

Key Responsibilities

Passenger Experience:

- Develop and implement strategies to enhance the passenger experience throughout the airport journey, collaborating with relevant stakeholders, and recommending innovative technologies for adoption.

- Monitor passenger feedback and satisfaction levels, utilizing surveys, focus groups, and feedback channels to drive continuous improvement, and prepare regular reports and presentations on passenger experience metrics and program effectiveness.
- Respond to and/or provide advice and guidance on responses to passenger/customer inquiries pertaining to areas of responsibility and expertise.
- Implement and manage customer service surveys, including the Airport Service Quality (ASQ) program, and other feedback mechanisms to measure satisfaction and address areas of improvement; share relevant customer-satisfaction survey results with the Commercial Development Officer to inform relevant commercial program (eg. concessions, parking and ground-transportation) improvements.
- Based on survey results, develop, implement, and manage plans to address areas of low score or low satisfaction. Develop, as required, measures and initiatives and report on progress when targeting areas that require improvement.
- Coordinate with other airport departments to ensure seamless execution of passenger experience initiatives, including wayfinding signage, terminal amenities, and accessibility services.
- Lead the development and implementation of customer service training programs for airport staff to ensure consistent delivery of high-quality service, and maintenance of training records.
- Manage new and existing passenger assistance programs, catering to travelers with disabilities, unaccompanied minors, VIP passengers, as well as various customer service programs such as the Victoria Airport Authority Red Coat Host Volunteer Program and Comfort Animal Program.
- Stay informed about industry trends and emerging technologies related to passenger experience and customer service and facilitate integration of innovative solutions into airport operations.
- Collaborate with other business units to promote passenger experience initiatives and programs through various channels, including social media platforms, airport website, newsletters, and events, in coordination with the Manager, Communications and Engagement and team as the owner of VAA's communications channels and brand.
- Serve as a liaison between airport management and passenger advocacy groups, addressing concerns to enhance satisfaction and loyalty; escalate passenger-experience matters that may become public, such as accessibility complaints or incidents during terminal events, in accordance with the Crisis Communications Plan and in coordination with the Manager, Communications and Engagement.

Programs:

- Manage the airport's Accessibility Program to ensure regulatory compliance, conduct regular evaluations of airport facilities and programs under the umbrella of passenger and customer experience, develop related budgets, and facilitate traveler needs, such as the YYJ Autism Awareness Program.
- Leads Official Languages Act (OLA) compliance for passenger-facing programs, services, and terminal signage; coordinates with the Manager, Communications and Engagement, for OLA compliance with public-facing communications, translation and digital content.
- Work with VAA staff and airport stakeholders to identify, develop, and implement improvements to terminal building facilities to enhance the passenger experience, including aesthetic design, functionality, and effectiveness, in partnership with the Manager, Facilities.
- Manage the Art at the Airport Program and other new and existing programs (e.g. Music at the Airport) that enhance the aesthetic and sensory customer experience.

- Develop and manage reporting tools and programs for all elements related to passenger experience, ensuring regulatory compliance, customer satisfaction, and ongoing budget requirements.
- Create and manage processes to ensure that passenger experience elements are integrated into planned changes, modifications, and upgrades to airport facilities and programs.
- Monitor industry trends, new technologies, and evolving industry standards, and implement appropriate measures and programs to enhance the passenger experience.
- Work with VAA staff and airport stakeholders to develop, implement, and monitor terminal building wayfinding and other directional and information signage, ensuring appropriate location, content, and effectiveness, in coordination with the Manager, Communications and Engagement for Official Languages Act translation and brand standards.
- Manage the provision for public Wi-Fi access within the terminal building, supporting the Director of Facilities and IT when developing and implementing service contracts, monitoring Wi-Fi signals and service levels, and taking corrective measures when necessary.

Other Responsibilities:

- Act as the primary representative for approval and access to terminal building space for public and stakeholder use, including developing and managing programs for formal school and group tours, facilitating facility use applications, and informing all stakeholders of related activities.
- Serve as the single point of approval and permitting for the use of terminal building space for public and stakeholder purposes, including events, activations, and facility use applications (eg. School and group tours, filming requests) with responsibility for space allocation, wayfinding, accessibility, safety fit and passenger flow; informs all stakeholders of related activities and approvals.
- Lead terminal building passenger experience related events, promotions and enhancements. Supports commercial team with brand-facing, media-visible activations including inaugural route/flight launches and commercial tenant promotions. Retains approval authority for space, safety, accessibility in all events under the permitting process.
- Prepare requests for proposals and expressions of interest for various business opportunities, participate in the coordination, evaluation, and recommendation of successful proponents, and integrate accessibility requirements and considerations into all airport capital and operational planning exercises.
- Act as a representative of the airport, conducting presentations and tours as required, and aiding stakeholders with inquiries and requests for information.
- Participate in the development, monitoring, and forecasting of departmental budgets, as well as taking personal responsibility for supporting Safety and Security Management Systems by promoting a healthy and growing safety and security culture among internal and external clients through the incorporation of safety and security into daily work activities.
- Other duties as assigned.

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.