

Sault Ste. Marie Airport Development Corporation

POSITION TITLE: Marketing and Social Media Contract Position

EFFECTIVE DATE: September 24, 2018

CLASSIFICATION: Contract (13 month)

SUMMARY

Assisting the management team and reporting to the Airport President/CEO the Marketing and Social Media Contract is responsible to:

Prepare various internal and external reports such as board and third party reporting.

Develop and implement marketing strategies and programs.

Oversee and prepare the advertisement and signage program for the airport.

Coordinate and direct, duties related to the routine maintenance and repair of the car parking systems.

Provide administrative assistance to Operations/SMS Manager and Fire Chief, namely the SMS Vortex System and AIM system.

Ability to work extended hours or scheduled days off.

Ensure upkeep of the Sault Airport website, social media, internet, phone systems, and Social Wi-Fi.

REPORTING STRUCTURE

The Marketing and Social Media Contract Position reports to the Airport President/CEO

QUALIFICATIONS

- Post-secondary degree/diploma.
- Experience and demonstrable understanding managing social media, including Facebook and Twitter.
- Strong Communication, organizational, and planning skills.
- Some experience with photo editing and advertising design software package.
- Maintain a valid Driver's License.
- Excellent leadership, public relations, and conflict resolution skills are required.
- Ability to work independently and to undertake a variety of tasks and perform them with a minimum of supervision.
- Possess superior Computer skills including familiarity with Microsoft Office, Google Earth, data base software, pdf documents, and other electronic data collection and communication systems i.e. website, phones, internet.

QUALIFICATIONS Continued

- Possess basic digital graphic design skills
- Possess a competent knowledge of Information Technology systems communication hardware, computers and servers, and connectivity. (Computers, camera systems, wireless systems, IP phones, etc.)
- Ability to maintain confidentiality.
- Exemplary customer service skills.
- Previous airport experience or education is an asset.
- Equal Opportunity Employment

RESPONSIBILITIES OF THE POSITION

- Ensures adherence to agreements with third parties as tenants and service providers.
- Prepares or oversees the preparation of reports and statistics related to areas of responsibility.
- Works in compliance with the provisions of the Canadian Aviation Regulations, Canada Labour Code, *Occupational Health & Safety Act*, and other codes to maintain a safe working environment.
- Establishes and maintains good work relations with all levels of Government, airport users as well as the community at large.
- Informs the Airport President/CEO about business activities, potential threats, opportunities, and recommended actions.
- In conjunction with the management team will research and recommend information technology solutions to improve the airport operation.
- Undertakes necessary business related research and investigations as required.
- Facilitates the development and implementation of the Business Plan and Marketing Strategy.
- Initiates activities and initiatives related to the development and implementation of the business plans.
- Undertakes business project development and administration activities in support of the Airport.
- Attends and participates in Board and Committee meetings; act as Recording Secretary, books meeting locations, orders meals, sets up special meetings.
- Prepares and presents reports for board meetings on areas such as Business/Marketing, statistical and operational information.
- Assists in implementing the goals and objectives of the Airport as determined by SSMADC.
- Assists in ensuring implementation of business and site development plans approved by the SSMADC.
- Initiates research into the implementation of promotional activities to stimulate commercial investment at the Airport.

RESPONSIBILITIES OF THE POSITION Continued

- Planning and marketing of business development interests.
- Promotes the Airport as an integral part of the community through public consultation.
- Attends and participates in strategic planning sessions
- Financial Assistance Program – Application Reviews
- Maintains the airport filing of historical items and news articles
- Maintains airport external advertising and social media including; Road Sign-updating and scheduling, Website – updating, Facebook – prescheduling posts, Twitter
- Assists with Airport Charity Golf Tournament
- Tenant relations - communications between SSMADC and tenants
- Wi-Fi advertising - selling ads, viewing stats online mail chimp email communications
- Signage - selling and managing ads

Contact:

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Closing Date:

Tuesday September 4, 2018 3:00 PM