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Opportunity Profile

Director of Communications, Government & Stakeholder Relations

Location: Calgary



About The Calgary Airport Authority

<https://www.yyc.com>

Since 1992, The Calgary Airport Authority has been responsible for the operation, management and development of Calgary International Airport (YYC) and Springbank Airport (YBW). YYC plays a vital role in Alberta's economy as a connector of people and goods while supporting Alberta's flourishing business and tourism industries and contributing an estimated \$8 billion to regional GDP.

YYC welcomed a record 18.5 million passengers in 2023, up from the previous record of 18 million passengers set in 2019 – representing a 2.8 per cent increase. Strong demand also led to increased capacity on existing routes and the transition from seasonal to year-round availability for several routes. YYC was named the Overall Winner of 2024 Routes Americas Awards representing excellence in airport and destination marketing and is gaining international recognition as one of the best airports in the world.

YYC is a diverse and dynamic organization, committed to fostering its crew while innovating on its path to creating a net zero organization. In 2024 YYC has once again been recognized as one of Alberta's Top 80 Employers for 2024. This special designation year marks the 14th time The Authority has landed one of the top spots.

YYC Values

CUSTOMER-FOCUSED. We consider the customer in all that we do.

CREATIVE. We strive to find new and better ways of doing things.

COLLABORATIVE. We are stronger when we reach out and work as a team.

RESILIENT. We are able to withstand or recover quickly from difficult conditions.

ACCOUNTABLE. We take ownership and step up to get the job done.





The Role: Director of Communications, Government & Stakeholder Relations

Reporting to the Chief People & Communications Officer, the **Director of Communications, Government & Stakeholder Relations** will lead and manage the comprehensive spectrum of communication functions at YYC, ensuring strategic alignment, consistency, and maximum impact. The role involves providing strategic oversight, measuring success, and analysing data to seize opportunities for YYC's growth and success. The Director will drive communications management, shaping the brand identity and visibility of YYC while integrating messages across various channels.

Stakeholder relations management and government relations will be key components of this role, fostering positive working partnerships with external entities and promoting YYC's reputation and legislative interests. In addition, the Director will oversee community engagement, including community sponsorship/ investment efforts to connect with the public and industry, enhancing YYC's community relationships while also elevating YYC's brand awareness.

The Communications & External Relations team consists of:

- General Manager, Government and External Relations + Team of 2
- Manager, Communications + Team of 2; and
- Manager, Creative Content, Digital & Social Media + Team of 2.

Key Responsibilities

Strategic Oversight

- Lead the Communications (including corporate communications, internal communications, public relations, digital and social media), External (Stakeholder) Relations, Government Relations, and Community Engagement functions including the development of multifaceted strategies and tactical plans guided by our North Star that effectively support our strategic plan.

- Partner with the marketing/commercial team to strengthen and protect our brand and reputation; strategically working to strengthen our brand/reputation and prevent harm to same.
- Maintain current and establish new measurement metrics and benchmarks for each function to improve visibility on progress.
- Analyse situations and data and apply critical thinking techniques and problem-solving skills to maximize opportunities for YYC.
- Ensure consistency of messaging in line with YYC's mandate, vision, and strategic priorities.
- Design and execute plans for public consultations, liaison groups, government relations, educational programs, and other engagement initiatives.
- Identify challenges and emerging issues faced by the organization.

Communications Management

- Maintain current, and lead the development of new, communications strategies, an ongoing rhythm of campaigns, plans and protocols to advance YYC's brand identity and increase the visibility of YYC's vision amongst varied audiences.
- Create and convey YYC's internal and external communications through both strategic and accompanying tactical plans. This includes managing all internal and external communications, overseeing the creation of materials, and ensuring that all communications align with our brand strategy.
- Ensure an integrated approach among all communication plans, campaigns and events that leverages key messages, brand positioning and communication channels.
- Introduce best practices and refine existing processes and procedures that expand the capacity of the Communications team to proactively meet the communications-related needs of YYC.
- Oversee the development of all print and digital communications including the annual report, communications materials and electronic communications including YYC's websites and new media.
- Work to ensure that YYC's communications and advocacy efforts, and all related collateral, are high quality, effective and consistent with our overall brand and reputational objectives.
- Provide communications support across YYC and to the Executive Leadership Team & Board of Directors. Areas of focus include internal/external communications, reputation and brand, and media strategy.
- Work with the senior leadership team to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Act as a media spokesperson for YYC. Develop and maintain a media plan that ensures effective company responses 24/7/365 across traditional and digital media channels.

External Relations Management

- Conducts ongoing stakeholder mapping and assessment; and updates strategies and plans accordingly to drive prioritization (annually or as needed).



- Build and strengthen relationships with external stakeholders, as prioritized based on need and risk, including industry and business associations to ensure collaborative working partnerships.
- Maintain current, and develop new, stakeholder relations strategies, plans and protocols to advance YYC's reputation and increase the visibility of YYC's vision.
- Create and convey YYC's stakeholder relations through both strategic and accompanying tactical plans.
- Ensure a strong and reputable outlook for YYC and advance our brand and reputation to ensure a positive public image and perception.
- Maximize stakeholder relations and connectivity supported by thoughtful and purposeful communication.
- Collaborate with the senior leadership team on stakeholder relations programs.
- Maintain effective relationships with the media so YYC is positively portrayed (news releases, communication campaigns, events, etc.).
- Measure results of external (stakeholder) and government relations strategies, plans and activities.

Government Relations Guidance

- Build and strengthen relationships with government entities (including Federal, Provincial, and Municipal) to ensure collaborative working partnerships.
- Act as the liaison between YYC and government agencies and legislative bodies.
- Collaborate on the development of legislative priorities for YYC alongside executive leadership.
- Represent YYC in governmental affairs matters to advance YYC's corporate and legislative interests by promoting and maintaining vigorous participation in aviation policy.
- Lead all aspects of government affairs procedures, specifically providing support to executive leadership in the development and tracking of airport issues.
- Conduct research, monitor legislation, and analyse aviation and transportation legislation, policy, and trends.

Community Engagement Direction

- Oversee the management of YYC's relationships with the public, community partners, and within industry to build positive relationships and connection while increasing YYC's profile.
- Develop and implement a community engagement program that advises and educates the public on the Authority's overall purpose, scope, and impact of public engagement initiatives.

- Design and execute plans for public consultations, community liaison groups, neighbourhood outreach, educational programs, and other engagement initiatives.
- Identify opportunities and accompanying strategies for community investment initiatives.
- Collaborate with internal teams on community engagement programs while ensuring brand consistency across different platforms and events.
- Oversee, guide and operate the community donation/sponsorship program, including ongoing development and execution of the program within the team.

Official Languages Oversight and Management

- Develop and implement strategic communication plans that prioritize Official Languages Act compliance as a key component of YYC's communication strategy.
- Identify opportunities for enhancing language accessibility and inclusivity in communication channels and materials.
- Lead the development and implementation of communication policies and procedures to ensure YYC Airport's compliance with the Official Languages Act.

The Person

- Post-secondary education in Business, Communications, Public Relations, or related field of study.
- 10+ years of progressive experience in communications leadership roles with accompanying experience in media relations, government relations, and community engagement.
- Experience in the aviation industry considered an asset.
- A strategic thinker with a deep understanding of brand development and communication strategies.
- An inspirational and motivating leader, with proven experience in aligning teams and developing their capacity.
- Excellent communication skills. Proven ability to create, communicate and inspire a vision then set and achieve objectives.
- Keen attention to detail with the ability to understand and lead highly complex projects and priorities with a calm, focused and flexible attitude, embracing and leading change.
- Can work and deliver equally strong in both planning for the future and executing in the moment, even under pressure or in crisis situations.
- Strong leadership and interpersonal skills with a natural ability to build collaborative relationships across a broad group of external stakeholders and internal business partners.
- Ability to provide strategic perspectives. Experience working with Executives and Boards.
- Broad knowledge of best practices in public and stakeholder relations and strategic communications, including media, community and government relations, and advocacy.
- Highly attuned business/industry acumen and local community awareness.
- Solutions-focused with an entrepreneurial mindset.

- Pro-active and thrives under pressure in a fast-paced environment. Able to adapt and reset priorities in a rapidly changing environment.
- An excellent communicator with strong presentation skills and a clear, concise writing style. Possesses the ability to present information and ideas to diverse groups and audiences.
- Ability to obtain and maintain a Restricted Area Identification Card (RAIC).
- Preference given to individuals who are bilingual in both official Canadian languages.
- Eligible to conduct lobbying activities towards ministries of transportation, tourism, and economic development.

Compensation

A competitive compensation package will be provided. Further details will be discussed in a personal interview.

Express Your Enthusiasm

The Calgary Airport Authority is an equal opportunity employer committed to diversity, equity, and inclusion. We encourage all qualified applicants to apply including women, Indigenous people, persons with disabilities, members of visible minorities, members of the 2SLGBTQ+ community, and others who may contribute to organizational diversification of ideas.

Email a convincing cover letter and tailored resume (PDF or Word) to **Shalini Bhatti, John Dugdale** or **Chelsey Howarth** at calgary@leadersinternational.com indicating the job title in the subject line of the email.

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