



# Director of Marketing and Communications

## Air North, Yukon's Airline

Founded in 1977, Air North, Yukon's Airline today serves destinations with the territory and connects the Yukon with southern destinations that include Calgary, Edmonton, Kelowna, Ottawa, Toronto, Vancouver, and Victoria. Our legacy of over 45 years of serving Yukoners has been thanks to their steadfast support, as well as investment from the Vuntut Gwitchin First Nation. All of this is reflected deeply in our business ethos, culture, and the quality of service our 500 strong team provide every day.

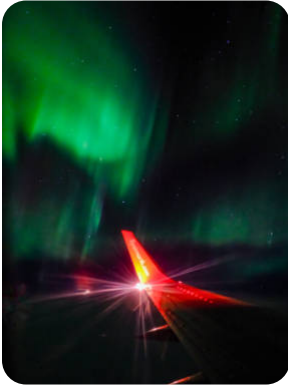
Our exceptional track record includes accolades such as being named one of the world's most loved airlines on social media by Fortune magazine, receiving recognition twice as the Best Leisure and Specialty Airline, and most recently being honoured as the Best Airline in Canada by Tripadvisor's Travellers' Choice Awards. These achievements are thanks to the dedication of our remarkable team.

Our competitive salaries are joined by an enticing benefits package. This includes extensive travel perks for you and your family, encompassing over 70 airlines globally, health and dental benefits, group RRSP investment options, and profit sharing.

We are committed to maintaining a sustainable business model that benefits the company, our customers, our employees, and the Yukon community. We are currently seeking a Director of Marketing and Communications to support our ongoing success, drive further growth, and enhance awareness of both our airline and the unique region we are proud to call home.



## The Role



The Director of Marketing and Communications reports to the Chief Commercial Officer and is responsible for Air North's brand, product marketing, community relations, and corporate communications. They oversee the developing, planning, budgeting, and implementing of marketing and communications strategies for airline and its other business units, in addition to providing leadership to the marketing and communications team.

Although the position primarily involves working at a desk in a remote or office setting with a lot of computer and phone-based work, face-to-face interaction with the team and other stakeholders is important. The role also involves managing and/or participating in a number of events in our hometown of Whitehorse and the other communities we serve.

## Responsibilities include

### Marketing strategy and planning

- Direct the development and execution of sound marketing strategies across all channels, and monitor their performance to fine-tune performing and non-performing approaches based on market and consumer research
- Assess digital growth strategy, KPIs, and target metrics
- Identify new marketing opportunities
- Develop market-specific strategies across Air North's network and catchment area, with emphasis on its northern destinations and communities not served by Air North but where residents may drive to Whitehorse to access flights to destinations outside of the territory
- Research and strategize around historical strengths, weaknesses, opportunities, and threats to Air North's brand and customer service reputation, and help steer these for the airline's continued success
- Develop an annual budget and track the resource needs for proper long and short-term scheduling



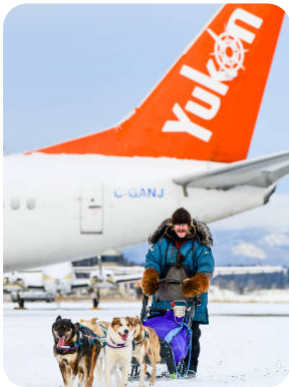
### Management and leadership

- Develop the marketing and communications team to ensure each individual's potential as an employee and in their career is fully tapped and encourage their growth
- Organize, direct, and monitor all direct reports in their efforts to effectively meet goals
- Direct and supervise the company and its business units' social media efforts across all relevant platforms
- Provide strategic analysis on potential marketing agency partners and evaluate the trade-offs between hiring staff versus working with agencies





- Collaborate and strategize with the broader director group, encompassing functional areas, such as Reservations and Travel Support, Customer Service, Sales, Revenue Management, Network Performance, Alliances, Charters, FBO, Corporate Sales, and Chieftain Energy
- Work with relevant department heads to construct specific goals and plans for various business units, such as Air North Cargo, charters, outside sales, the Flight Kitchen, the Black Wolf Bistro, and Chieftain Energy
- Develop, plan, implement, and track strategies for internal marketing to increase staff engagement and enhance inter-company communications, ensuring that this is done with support from HR and other department heads on matters that have high impact on company staff and culture
- Develop and maintain efficient and effective workflows for collaboration, execution and tracking of departmental tasks and milestones



### Events and community engagement

- Plan and spearhead marketing events and other campaigns to strengthen public relations and company presence where it matters most
- Develop, plan and implement strategies to enhance community relations through events, community partnerships and sponsorship under the *Yukon Spirit in Action* program
- Assess business potential for alternative structural models for *Yukon Spirit in Action*, such as a not-for-profit society model or other models used by peers or comparable organizations to foster community impact
- Direct and engage relevant staff in respect to events and community partnerships
- Represent the company at key events—in some cases as a member of a board, focus group, committee, or other forms of group engagement relevant to Air North



### Qualifications

- Degree in Business, Marketing, Communications or a related field
- Master's degree would be a strong asset
- Minimum 10 years' experience in marketing, communications or a related role
- Proven experience with both print and social media marketing
- A successful track record in senior marketing roles
- Aviation, tourism or travel industry experience would be an asset
- Must be a Canadian citizen, Permanent Resident or show proof of right to work in Canada





An ideal candidate would be willing to reside in Whitehorse, Yukon, should they not already do so—but this position is also available as a remote opportunity in Vancouver, Victoria, Kelowna, Calgary or Edmonton. If remote, this position will require travel to our various bases, primarily Whitehorse.

## How to apply

To apply, please submit a Cover Letter and Resume to [careers@flyairnorth.com](mailto:careers@flyairnorth.com).

### For more details, please contact

**Katja Altherr**

Air North, Yukon's Airline

150 Condor Road  
Whitehorse, Yukon

Telephone: (867) 668.2228 ext. 424  
[altherrk@flyairnorth.com](mailto:altherrk@flyairnorth.com)

