



## Employment Opportunity Digital Marketing Specialist

**Competition #:** 4N23-078  
**Wage:** Commensurate with experience  
**Hours of Work:** Permanent Full-Time  
**Location:** Whitehorse, Yukon  
**Closing Date:** September 27, 2023

Air North, Yukon's Airline is looking for someone with a keen eye on social media and who is passionate about storytelling, travel, and customer experience. We're proud of the company and champions of the communities we serve, and we want to share that pride with our followers on our social media channels. Your storytelling skills through photos, videos, and written communications will be instrumental in your success—and understanding that our people and home geography set us apart from our competitors will guide your choices.

This is a dynamic role that will involve answering customer queries, coordinating with other departments to get replies and ensure a customer is looked after, cheering on our team, and keeping all of our information up-to-date. Your project management skills will allow you to keep everything moving while you balance time-critical projects with complex customer interactions— but with the passion and dedication you'll bring to your job and there's no telling what you could accomplish!

### Why work for us?

- Phenomenal flight benefits for you and your family – local and international!
- Extra travel benefits such as hotels and cruise deals
- Employer paid health & dental benefits
- Group RRSP investment options
- Cargo shipping benefits
- Driving and heating fuel discounts

### Key Qualifications:

- You are curious about the people around you, have a passion for building brand and challenging industry status quo, and a cultural awareness and eye to emerging trends
- You possess strong communication skills and can work under pressure on complex, large scale projects
- You have experience executing engaging and innovative social media campaigns and messaging
- You have experience in digital advertising campaigns and interpreting and report on metrics
- You have an eye to emerging social media trends and how Air North can grow its presence in new channels

### Education and Experience:

- Bachelor's or equivalent in communications, journalism, marketing or business
- Minimum two years' experience with social media strategy and management
- Experience with Drupal or similar website content management systems
- Experience working in a corporate environment where success requires collaboration between multiple departments, contractors, and vendors
- Professional photography, video and/or graphic design experience an asset
- Must be a Canadian citizen, Permanent Resident or show proof of right to work in Canada

### How to Apply:

**Quoting competition #4N23-078, please submit your resume and cover letter to the Human Resources Department:**

**Email:** [careers@flyairnorth.com](mailto:careers@flyairnorth.com)

*We wish to express our appreciation to all applicants for their interest in this position. Due to the substantial volume of applications, we receive, only qualified candidates selected for an interview will be contacted.*

*Air North is committed to employment equity and welcomes applications from diverse and underrepresented groups. If you require assistance and/or a reasonable accommodation during the application or recruiting process, please contact [careers@flyairnorth.com](mailto:careers@flyairnorth.com).*

[flyairnorth.com](http://flyairnorth.com)

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*Air North, Yukon's Airline has been serving Yukoners for over 40 years. We offer competitive wages, an attractive benefits package including great travel perks, and an enriching work environment for our 450+ employees.*

