

## Job Title: Goderich Regional Airport Business and Marketing Manager

### Position Summary:

The incumbent will be responsible for developing and implementing strategies to attract new business opportunities, enhance revenue streams, and promote the airport's services to the local community and beyond. The role requires a combination of strong business acumen, marketing expertise, and a passion for aviation.

### Responsibilities:

- Develop and execute a comprehensive business plan to drive revenue growth and profitability for the municipal airport.
- Identify and cultivate relationships with airlines, aviation companies, and other potential business partners to expand services and amenities offered at the airport.
- Collaborate with stakeholders to define marketing objectives and strategies aligned with overall business goals.
- Create and oversee marketing campaigns, including advertising, promotions, and digital initiatives, to increase awareness of the airport's offerings and attract new customers.
- Conduct market research and analysis to identify trends, opportunities and competitive threats in the aviation industry.
- Manage the airport's brand identity, ensuring consistency across all communications and promotional materials.
- Oversee the development and maintenance of the airport's website, social media channels, and other digital platforms to engage with customers and provide relevant information.
- Monitor and evaluate the effectiveness of marketing efforts and adjust strategies as needed to achieve desired outcomes.
- Stay current with industry developments, regulations, and best practices to inform decision-making and maintain a competitive edge.

### Qualifications:

- Minimum of two years of experience in business development, marketing, or a similar role within the aviation industry.
- Strong understanding of airport operations, regulations, and industry trends.
- Proven track record of developing and implementing successful business and marketing strategies.
- Excellent communication skills, both written and verbal, with the ability to effectively present ideas and influence stakeholders.
- Demonstrated ability to build and maintain relationships with key stakeholders.
- Creative thinker with a strategic mindset and a passion for innovation.
- Ability to work independently and collaboratively.