



Manager, Public Relations and Marketing

Fredericton International Airport Authority (FIAA)

Location: Fredericton, New Brunswick

Position Type: Full-Time, permanent / Part time may be considered

Competitive Salary and Benefits package

Application deadline: August 28, 2026

About Fredericton International Airport Authority

The Fredericton International Airport Authority (FIAA) is committed to providing exceptional airport services while supporting economic growth, tourism, and connectivity throughout New Brunswick and Atlantic Canada. We are seeking a dynamic, strategic, and creative communications professional to join our leadership team as Manager, Public Relations and Marketing.

Reporting directly to the President & CEO, the Manager, Public Relations and Marketing is responsible for leading the Airport's marketing, communications, stakeholder engagement, community relations, and customer service initiatives. This role plays a key part in strengthening the airport's brand, enhancing community relationships, supporting business development, and promoting air service growth.

This position manages the communications assistant.

Key Responsibilities

Marketing (30%)

- Support the President & CEO in developing and evaluating marketing strategies aligned with FIAA's strategic goals.

- Analyze and report on passenger traffic, airline activity, and other key performance indicators.
- Conduct market research and identify opportunities for growth.
- Manage the sale and purchase of advertising opportunities.
- Develop and oversee marketing campaigns, promotional materials, and branded content.
- Support air service development initiatives and airline partnership activities.
- Assist in promoting tourism and business development opportunities connected to the airport.
- Maintain and strengthen FIAA's brand identity and market presence.

Communications (30%)

- Support the development and execution of the airport's communications strategy.
- Write, prepare, and distribute media releases and public communications.
- Manage website content and digital communications.
- Manage social media platforms and content calendars.
- Coordinate media interviews, public appearances, and speaking engagements for the President & CEO.
- Plan and execute media events and public announcements.
- Prepare speeches, presentations, reports, newsletters, articles, and briefing materials.
- Manage internal and external communications, including regular e-newsletters.
- Lead the preparation of the FIAA Annual Report.
- Support corporate events and special projects.

Community Relations (15%)

- Build and maintain positive relationships with airport tenants, tourism organizations, business leaders, government agencies, and community stakeholders.
- Coordinate initiatives that strengthen the airport's role within the communities it serves.
- Manage the Community Accountability Program and related engagement activities.
- Support travel and transportation needs for conferences, events, and visiting organizations.

Customer Service (10%)

- Serve as the primary point of contact for customer complaints and inquiries.
- Investigate concerns and coordinate timely responses.
- Lead customer satisfaction research and measurement programs.
- Recommend and implement service improvements based on customer feedback.

General Responsibilities (15%)

- Participate as a member of the airport's management team.
- Assist with airport emergency response communications as required.
- Develop and maintain stakeholders, customers, and community databases.
- Utilize CRM principles to support engagement strategies and measure communications effectiveness.
- Monitor and report on communications and marketing return on investment (ROI).
- Undertake additional duties and special projects as assigned.

Qualifications Required

- University degree in Public Relations, Communications, Marketing, Business Administration, or a related field.

- Minimum three (3) years of progressive experience in communications, public relations, marketing, stakeholder engagement, or a related discipline.
- Demonstrated experience creating strategic communications and marketing initiatives.
- Excellent verbal, written, editing, and presentation skills.
- Strong knowledge of Microsoft Office Suite, including Word, Excel, PowerPoint, and Access.
- Experience managing websites, social media channels, and digital communications platforms.

Preferred

- Bilingualism (English and French).
- Experience in transportation, tourism, aviation, economic development, or public sector organizations.
- Experience working with CRM platforms and communications analytics tools.

Core Competencies

- Strategic Thinking
- Leadership and Collaboration
- Public Relations and Media Relations
- Marketing and Brand Management
- Stakeholder and Community Engagement
- Project Management
- Customer Service Excellence
- Research and Analysis
- Problem Solving and Decision Making
- Written and Verbal Communication
- Organization and Time Management

Working Conditions

- Flexible work schedule may be required, including occasional evenings and weekends.
- Ability to manage multiple projects and meet competing deadlines.
- Must be eligible to obtain and maintain airport security clearance.
- Participation in airport emergency response activities may be required.

Why Join FIAA?

This is an exciting opportunity to play a leadership role in shaping the public profile and future growth of one of Atlantic Canada's key transportation hubs. You will work directly with senior leadership, community partners, and industry stakeholders while helping drive initiatives that support regional connectivity and economic development.

Interested candidates are invited to submit a cover letter and resume detailing their qualifications and experience.

Applications must be received no later than 4:00 p.m. on August 28, 2026, by e-mail at the following address: dykep@yfcfredericton.ca

Fredericton International Airport Authority is committed to employment equity and welcomes applications from all qualified candidates.