

NOW HIRING!



Marketing Manager – Brand Management, Digital, and Analytics

The Marketing Manager will be a pivotal leader in driving Harbour Air's brand and marketing efforts, ensuring the company maintains its position as a leader in seaplane travel. This role encompasses responsibility for brand management, digital marketing strategy, analytics, and campaign execution, all while fostering collaboration across departments to deliver seamless customer experiences. With a focus on innovation and strategic implementation, this position plays a crucial role in achieving Harbour Air's business goals.

WORK HOURS: Office hours!

LOCATION: 1055 Canada Pl, Vancouver

TERM: Full-Time Permanent

DEPARTMENT: Commercial

COMPENSATION AND BENEFITS: Competitive wage extended medical and dental, revenue share program, flight perks (including buddy passes and global inter-airline partnerships), discounts at local restaurants and partner organizations, uniform, staff events and much more!

Responsibilities and Expectations

- **Strategic Oversight:** Plan, develop, and implement structured processes and tools for executing marketing initiatives efficiently and effectively.
- **Operational Management:** Address day-to-day challenges, provide guidance on marketing queries, and troubleshoot operational issues.
- **Supplier and Consultant Oversight:** Manage relationships with external vendors and consultants, ensuring quality deliverables while adhering to budgetary constraints.

Team Supervision:

- Lead, mentor, and manage the marketing team to drive productivity and foster professional growth.
- Oversee performance management, leave approvals, and individual development plans.
- **Performance Reporting:** Provide comprehensive marketing performance reports with actionable insights and strategic recommendations.
- **Collaboration with Leadership:** Work closely with the Head of Marketing & Public Affairs to align marketing efforts with organizational priorities and resolve staff-related matters.

Campaign and Project Management

- **Brand and Communication Strategy:**
Develop and execute roadmaps for strategic brand-building initiatives and tactical promotional campaigns.
Ensure alignment with the company's overall goals and target audience needs.
- **Brand Monitoring:** Track and analyze brand sentiment, conduct competitive benchmarking, and take corrective actions as necessary.
- **Consistency Across Touchpoints:** Ensure the Harbour Air brand is consistently represented across all customer channels, including communications, digital platforms, loyalty programs, corporate materials, lounges, and other branded assets.
- **New Product Launches:** Design and manage the introduction of new products, including concept development, campaign strategy, and launch execution.
- **Agency Collaboration:** Oversee creative and digital agencies, as well as in-house designers, ensuring timely and quality delivery of marketing assets.

Digital Marketing and Analytics

- **Digital Strategy Development:**
- Lead the planning and execution of digital marketing initiatives, including paid media, organic content, and social media campaigns.
- Drive new customer acquisition via direct channels (web/ mobile)
- Develop and refine CRM and email marketing strategies to engage and retain customers and support loyalty.
- **Analytics and Insights:** Monitor campaign performance, analyze metrics, and implement data-driven improvements to maximize ROI.
- **SEO Management:** Create and manage effective on-site and off-site SEO strategies to improve digital visibility and search rankings.
- **Website Content:** Ensure up-to-date, accurate, and engaging content across all Harbour Air web platforms.

Cross-Functional Collaboration

- Work closely with internal teams such as Revenue Management, Network Planning, Sales, and Customer Experience to align marketing efforts with broader business objectives.
- Collaborate with cross-functional teams to ensure seamless execution of campaigns, effective go-to-market (GTM) strategies, and unified messaging across all touchpoints.

Market Research and Strategic Planning

- **Market Insights:** Initiate and oversee research projects to identify market trends, customer needs, and potential growth areas.
- **Competitive Analysis:** Evaluate competitor activities, identify opportunities and threats, and develop strategies to maintain a competitive edge.
- **Innovation:** Propose and execute new marketing programs to capture domestic and international audiences, including leisure, corporate, and travel trade segments.

Budget and Media Management

- **Budget Planning:** Develop, manage, and optimize the marketing budget, ensuring alignment with business priorities and cost-effectiveness.
- **Media Buying:**
- Oversee media buying activities, coordinate with advertising representatives, and negotiate rates to maximize value.
- Monitor campaign results and optimize media spend based on performance data.

Qualifications:

- Bachelor's degree in marketing, Business, Communications, or a related field (Master's preferred).
- A minimum of 5–7 years of experience in brand management, digital marketing, and analytics, preferably in the aviation, travel, or hospitality industries.
- Proven experience leading marketing teams and managing complex, cross-functional projects.
- Strong expertise in digital marketing platforms, CRM tools, analytics software, and SEO strategies.

- Exceptional communication and interpersonal skills, with a track record of building strong internal and external partnerships.
- Analytical mindset with the ability to interpret data and translate insights into actionable strategies.
- Budget management experience, including media planning and ROI analysis.

ABOUT HARBOUR AIR GROUP

- Launched in 1982, Harbour Air is North America's largest seaplane airline. With around 500 employees, it flies more than half a million passengers annually both within BC and to/from Seattle, USA.
- Our people are the backbone of our organization, and we are committed to creating a culture that inspires one another to achieve extraordinary success. We have regularly been honored as the recipient of numerous awards including BC's Top 55 Employers, and Canada's Most Admired Corporate Cultures.

APPLY NOW: Email your resume and cover letter to jobs@harbourair.com quoting 24-61 Marketing Manager, Vancouver

DEADLINE: Open until filled

We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.

Harbour Air is an equal opportunity employer, we are committed to Diversity and Inclusion and value a diverse workforce. Together, we continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees. It fuels our innovation and connects us closer to our customers and communities we serve.

Harbour Air is committed to developing a barrier-free recruitment process and work environment. Accommodations in relation to the job selection process are available upon request. If you require any accommodation, please email jobs@harbourair.com and we'll work with you to meet your accessibility needs.