

THE ROLE

The Vice President of Commercial will be responsible for all avenues of revenue generation at Harbour Air and will oversee the team managing network, revenue management, pricing, sales, marketing, and the digital customer experience.

This role is responsible for the management of traffic, deployment, and scheduling of aircraft, yields and the costs of sales. The Vice President of Commercial will also be responsible for guiding business decisions through financial planning and interpretation of financial information and establishing sound internal control procedures.

The Vice President of Commercial will oversee new commercial opportunities and drive growth across the Company's business activities. Through a strategic approach to market and business development, the successful candidate will significantly shape the development of the company's strategy by maximizing flight revenue and optimizing ancillary revenue opportunities. The Vice President of Commercial will also play an instrumental role in working with teams responsible for developing and implementing the digital traveller experience while delivering excellence in customer service. Reporting directly to the CEO, the Vice President of Commercial will be responsible for the commercial budget to meet the company's strategic and operational business plans.

LOCATION: Vancouver, Victoria, Richmond (This role requires frequent travel)

TERM: Full-Time Regular, Permanent

DEPARTMENT: Executive

RESPONSIBILITIES & EXPECTATIONS

Strategy and Commercial leadership:

- Oversee all revenue-related functions for the airline and hold ultimate responsibility for the revenue performance
- Ensure that the airline has an integrated, cohesive, and practical commercial strategy that is consistent with the overall corporate strategy
- Strategic development and execution of customer initiatives through setting strategic direction for market segmentation, product development, revenue management and overall customer experience
- Develop and manage the commercial budget of the organization
- As part of the Executive Leadership Team, contribute to the development of the overall corporate strategy and transformation plan for the organization. Participate actively in the overall leadership and management
- Lead and/or participate in other corporate planning exercises, such as corporate strategic planning, budgeting, fleet renewal and evolution decisions, new business lines and products, and potential partnerships, joint-ventures, mergers, or acquisitions
- Recruit, deploy, and provide strong leadership and mentoring to a team of highly skilled professionals and support staff, developing high-potential individuals for succession within the commercial team or rotation to other areas of the business

Network Planning and Scheduling:

- Contribute to the development of the annual business plan, providing direction in areas such as network development and revenue growth
- Lead the development of the airline's network growth strategy in a manner consistent with the overall corporate strategy in place
- Oversee the network planning function, with a specific focus on market planning, long-range planning, mid-range planning, and scheduling
- Identify, evaluate, recommend, and implement new routes
- Lead the evaluation, selection, and introduction of new markets and destinations and their eventual integration into the network

Pricing and Revenue Management:

- Oversee the revenue management function, including pricing and yield management
- Optimize profitability through the deployment of progressive revenue management practices
- Ensure the company maintains a market-responsive and customer-centric approach to pricing and yield management
- Maintain currency on state-of-the-art and leading-edge technology, programs, and processes for improved pricing and yield management
- Provide daily reporting on revenue generation through all channels

Digital retail and traveller experience:

- Optimize the deployment of digital technology in support of the airline's revenue strategies and traveller experience
- Ensure that the airline has a highly effective and efficient online distribution presence through its website and participation in other digital channels
- Develop and enhance the capability of the airline's website, app and social media as an efficient and effective channel of distribution and customer relationship management
- Materially develop and enhance the capability of the airline's digital experience as an efficient and increasingly larger and more effective channel of distribution and customer relationship management
- Develop and implement all current and future (digital) affinity, loyalty, and retention programs
- Translate the product and service attributes of the airline into specific, actionable parameters and customer service standards for various operational departments and drive the organization to work together for optimum customer experience delivery

Sales and Distribution:

- Develop, implement, and oversee the airline's overall sales programs to maximize penetration of target segments
- Establish and negotiate aggressive but achievable annual revenue targets consistent with overall corporate goals and objectives at the airline
- Oversee the development of clear revenue acquisition plans by market, segment, and channel of distribution, to deliver the airline's total revenue target
- Monitor revenue performance against targets on an ongoing basis and take steps, in advance, to address potential issues or shortfalls that may arise
- Serve as a senior commercial representative externally to major customer and partner organizations.
- Identify customer issues and needs and ensure that the sales organization addresses them expediently
- Anticipate marketplace movements in volume, mix, yield, or channel emphasis, and put in place proactive action plans to address these
- Oversee the distribution management function for the airline, ensuring that it participates appropriately in all relevant sales and distribution channels

KEY SKILLS & QUALIFICATIONS

- A minimum of 10 years of commercial leadership experience covering both operational and strategic responsibilities at a regional, full-service, or low-cost airline or a related business
- Experience in demonstrating as an airline commercial generalist with a proven track record
- Prior exposure to the key commercial functions, such as sales, distribution, network planning, pricing, revenue management, e-commerce and digital
- Ability to leverage technology to drive revenue and improve customer experience
- Experienced in the application of modern information technology systems and tools to modernize and optimize all dimensions of an airline commercial organization
- International Experience, including having worked in a variety of geographic markets, and handled airline or tourism related commercial opportunities across regional, domestic, and international lines
- Undergraduate degree in business, marketing, economics, finance, or another relevant area, ideally complemented by a graduate degree or equivalent

CRITICAL LEADERSHIP CAPABILITIES

Demonstrating Commercial Acumen

- Develops financially sound analyses that inform business investment decisions
- Challenges the team to find new ways to exceed revenue and/or profit targets
- Identifies and implements best practices from other organizations to maximize revenues, profits, or market share
- Identifies and removes obstacles that impact profitability

Driving Results

- Acts to surpass team goals, seizing opportunities to extend the limits of what is possible
- Sets continually higher goals for the team that are ambitious but achievable
- Identifies and acts on new opportunities that enable performance targets to be exceeded
- Seeks new challenges and is energized by exceeding targets

Competencies

- Highly goal oriented and possess excellent interpersonal & communication skills
- Strategic thinker & problem solver with the ability to be hands-on
- Strong leadership skills to lead the commercial function and represent other members of the Executive Leadership Team, including the CEO
- Commercially savvy, including sales and negotiation and business development
- Problem solving, creative thinking and decision making, including the ability to make 'tough' decisions

Building Talent

- Helps others recognize that they can do more than they think is possible
- Mentor employees to support their career development
- Gives employees access to stretch assignments in own area or own organization
- Supports temporary assignments to give employees experience working in other parts of the organization

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 honoured as the recipient of numerous awards including Canada's Best Managed Companies, BC's Top 55 Employers, and Canada's 10 Most Admired Corporate Cultures.

APPLY NOW: Please email your resume and cover letter to jobs@harbourair.com quoting 23-07

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.