

# NOW HIRING - Head of Digital & Customer Experience



The Head of Digital & Customer Experience has the overall responsibility of every aspect of the customer journey at Harbour Air with a focus on innovation and digitalization of the customer experience.

Reporting to the VP Commercial, the Head of Digital & Customer Experience is leading the customer contact center, the customer care team, and all ancillary revenue opportunities. This role is also spearheading innovation across the entire organization with cross-functional project management teams. As a key member of the senior leadership team (SLT), you will be responsible for designing and implementing a 'digital first' strategy to enhance the customer experience and assist in driving growth across the Company's business activities with a focus on revenue generation, service excellence, customer care, regulatory and standards. This role will manage and support the Reservations Manager, Customer Care & Service Standards Manager, and Ancillary Coordinator.

**WORK HOURS:** Office hours (weekend and evenings as needed)  
**LOCATION:** Richmond, Vancouver, or Victoria BC  
**TERM:** Full Time Regular  
**DEPARTMENT:** Commercial  
**COMPENSATION AND BENEFITS:** Competitive wages, flight perks (including buddy passes and global inter-airline partnerships), discounts at local restaurants and partner organizations, staff events and much more!

## Responsibilities and Expectations

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- Optimize the deployment of digital technology in support of the airline's revenue strategies and traveler 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 and app as an efficient and effective sales and service channel including ancillary revenue opportunities to enhance the customer experience.
- 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.
- Lead and manage the Reservations/Customer Contact Centre, Customer Care and Ancillary teams.
- While implementing a digital first customer experience strategy, work collaboratively with other departments within Harbour Air as well as external service providers through cross-functional project management teams.

## Qualifications/Assets

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### IDEAL EXPERIENCE

- A minimum of 5 years of digital and/or e-commerce experience covering both innovative operational and strategic responsibilities ideally complemented with experience gained while working at an airline, tourism, or transport related business.
- A minimum of 3 years of cross-functional project management experience, ideally while implementing innovative, digital solutions across a wide range of business areas.
- Ability to leverage technology to drive revenue and improve customer experience.
- Experience with end-to-end strategy delivery; developing innovative strategies, prioritizing, and evaluating, and executing on projects supporting strategy implementation.
- Experienced in the application of modern information technology systems and tools to modernize and optimize all dimensions of an airline commercial organization.



# JOB PROFILE - Your Flight Path to Success

## Education

- Undergraduate degree in IT, business, marketing, 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 customer service targets.
- Identifies and implements best practices to maximize revenues, profits, or market share.
- Identifies and removes obstacles that impact profitability.
- Distill company-wide or commercial departmental strategies into actionable commercial targets.

### Driving Results

- Acts to surpass team goals, seizing opportunities to extend the limits of what is possible.
- Sets continually higher goals for teams 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.
- Leads cross-functional project teams fostering collaboration among a variety of business areas.

### Competencies

- Highly goal oriented and possess excellent interpersonal & communication skills.
- Strategic thinker & problem solver with the ability to be hands-on.
- Commercially savvy, including sales, marketing, negotiation skills and business development.
- Problem solving, creative thinking and decision making.

## 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 Canada's Best Managed Companies, BC's Top 55 Employers, and Canada's Most Admired Corporate Cultures.

**APPLY NOW:** Email your resume and cover letter to [jobs@harbourair.com](mailto:jobs@harbourair.com) quoting Head of Digital & Customer Experience (23-21)

**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](mailto:jobs@harbourair.com) and we'll work with you to meet your accessibility needs.*