New Opportunity

Thompson Regional Airport Authority

Welcome to the North

Are you looking for a new opportunity to build new relationships in a unique and growing industry? Do you have a passion for helping people? At the Thompson Regional Airport Authority, we value teamwork and a work environment where people come to work to help one another.

Our growing airport & advanced cold research facility is now accepting applications for the position of Marketing & Communications Coordinator.

We offer a competitive wage and benefit package for the right person who demonstrates the required skills and shares the values that the Thompson Regional Airport Authority represents.

Role Purpose:

The Marketing & Communications Coordinator leads the day-to-day delivery and coordination of marketing and communications for the Thompson Regional Airport Authority ('TRAA'), including Thompson Regional Airport and Area 55. Working within approved organizational priorities and brand direction, the role develops and executes content, campaigns, digital communications, public relations, events, stakeholder communications, and promotional materials that strengthen TRAA's visibility, reputation, and connection with its audiences

Reporting to the Manager, Business Development, the Coordinator works across TRAA to gather accurate information and translate organizational priorities, operations, projects, and achievements into clear, audience-appropriate communications and marketing initiatives. The role helps maintain a consistent organizational voice and brand across the airport, Area 55, community, partner, media, and digital channels.

In addition to leading marketing and communications execution, the position supports the Manager, Business Development with business-development and partnership activities and supports both Area 55 and the airport with client communications, visits, events, and follow-through.

The Coordinator also supports the development of signage, wayfinding, and other public-facing communications materials across TRAA, coordinating with Terminal Operations, Area 55, and other functional leads to ensure content is accurate, consistent, and aligned with operational and guest-service requirements.

Responsibilities:

Marketing, Communications and Digital Content

- Leads the day-to-day delivery of approved marketing, communications, brand, and engagement priorities across TRAA, including Thompson Regional Airport and Area 55.
- Develops and maintains an integrated content calendar and creates clear, compelling content for websites, social media, brochures, presentations, newsletters, signage, campaigns, stakeholder updates, and other organizational materials.
- Creates, schedules, and monitors content for TRAA and Area 55 digital platforms, ensuring public information remains current, accurate, coordinated, and aligned with organizational priorities.
- Coordinates design, printing, photography, video, advertising, and other creative or production services, including approvals, schedules, budgets, and quality review.
- Maintains an organized library of approved communications assets and applies TRAA brand, writing, and visual standards consistently across channels and business areas.
- Uses digital analytics, audience information, and feedback to assess performance and recommend practical improvements to content, timing, channels, and campaign effectiveness.

Public Relations and Community Communication Coordination

- Develops and coordinates public relations and community communications for TRAA, including the Airport and Area 55, in alignment with approved organizational priorities.
- Drafts media releases, key messages, public notices, briefing materials and other external communications for appropriate review and approval.
- Coordinates routine media inquiries, prepares background information and supports interview or media-response preparation, recognizing the President & CEO as TRAA's primary spokesperson.
- Monitors media and community matters that may affect TRAA's reputation and promptly escalates sensitive, emerging or high-risk issues.
- Coordinates community communications and engagement with local organizations, tourism representatives, educational institutions, Indigenous partners and other stakeholders.
- Coordinates sponsorship, donation and community-support activities in accordance with approved criteria, priorities and budgets.
- Coordinates community events, open houses and other initiatives that strengthen TRAA's visibility and relationships.

Organizational Events, Visits and Delegation Coordination

- Plans and coordinates TRAA and Area 55 events, tours, demonstrations, openings, community activities, conferences, media opportunities, and government or partner delegations.
- Develops event workplans, invitation lists, agendas, briefing packages, communications, and on-site logistics, coordinating access, security, operations, and guest requirements with the appropriate TRAA managers.
- Provides on-site coordination, resolves communication and logistical issues promptly, and ensures guests, presenters, partners, and staff understand roles and expectations.
- Completes post-event communications, records, feedback, recognition requirements, and follow-up actions.

Business Development and Partnership Support

- Supports the Manager, Business Development with proposals, presentations, capability statements, pitch materials, funding submissions, and other business-development communications.
- Conducts assigned research on prospective clients, partners, markets, and communication opportunities, summarizing relevant findings for the Manager.
- Maintains accurate contact, prospect, commitment, and follow-up records and coordinates meeting materials and communications arising from client and partner discussions.
- Identifies marketing, communications, event, or engagement opportunities that may strengthen relationships or business-development outcomes and brings them forward for consideration.

Client Communications and Coordination

- Supports the Manager, Business Development and Area 55 team with communications and coordination for testing clients, prospective clients, partners, visitors, and research activities.
- Prepares client-facing information and communications for testing programs, visits, demonstrations, and events in coordination with the Area 55 team.
- Provides responsive on-site communications and coordination support during defined client service periods, directing technical or facility needs to the appropriate resource rather than providing technical services directly.
- Maintains relevant client communication and follow-up records, escalates unresolved or sensitive matters, and supports follow-through on feedback, commitments, and service improvements.
- Protects client confidentiality and commercially sensitive information associated with testing, research, partnerships, and business-development activities.

Key Competencies

Marketing & Communications Execution – Leads the day-to-day delivery of coordinated marketing and communications across TRAA, translating approved organizational priorities into effective content, campaigns, materials, and channel activity.
Clear Writing & Content Judgment – Writes accurately and persuasively for different audiences and translates operational, technical, business, and community information into clear, professional language.
Brand & Reputation Stewardship – Applies brand standards consistently, understands reputational implications, and ensures public-facing materials and activities reinforce a professional and credible organizational identity.
Digital & Measurement Savvy – Uses contemporary digital, content, and design tools alongside engagement and performance data to improve reach, relevance, and communication effectiveness over time.
Coordination & Adaptability – Organizes multiple activities, deadlines, approvals, and contributors and works effectively in a dynamic environment while remaining calm and resourceful under shifting priorities.
Relationship Building & Community Awareness – Builds trust with internal teams, media, community organizations, clients, partners, suppliers, and other stakeholders and represents TRAA with professionalism and respect.
Judgment, Discretion & Service Orientation – Protects confidential and sensitive information, recognizes when issues require escalation, responds professionally to clients and stakeholders, and follows through within delegated authority

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Qualifications

- Post-secondary diploma or degree in Marketing, Communications, Public Relations, Business, or a related field; equivalent combinations of education and relevant experience will be considered.
- Minimum three to five years of progressive experience in marketing, communications, public relations, digital content, or a related role, with demonstrated responsibility for developing and coordinating communications across multiple channels.
- Demonstrated ability to develop high-quality written and visual content for digital, print, media, and stakeholder audiences; a portfolio or work samples may be requested.
- Experience coordinating campaigns, public relations, events, community or stakeholder communications, and working with multiple internal contributors and approval processes.
- Proficiency with Microsoft Office, website content-management systems, social media platforms, and design or content-creation software, with strong organizational, editing, and proofreading skills.

- Ability to work independently within approved plans and delegated authority while collaborating closely with managers, subject-matter experts, clients, partners, media, and service providers.
- Ability and willingness to work on site in Thompson, Manitoba, including at the Airport and Area 55, with flexibility for events, client programs, media activities, or other organizational requirements; valid Manitoba Class 5 Driver's Licence and ability to obtain required airport security clearance.
- Experience in aviation, tourism, economic development, cold-weather testing, business-development support, or working with Indigenous and community partners is considered an asset.

Benefits:

The Thompson Regional Airport Authority offers a flexible work environment and a competitive benefits package, including pension, health and dental benefits for full-time employees.

Applications:

Applicants are requested to indicate in the cover letter or resume how they meet the qualifications of the position.

Please forward your resume with cover letter to: Christine@reframehr.com