



Communications & Brand Specialist

Bermuda Skyport Corporation Limited ("Skyport"), is the special purpose company established by Aecon Group Inc. and its partners for Bermuda's new L.F. Wade International Airport, a dynamic, state of the art landmark showcasing the best of Bermuda to the world, incorporating a true sense of place. The **Communications & Brand Specialist** is accountable for increasing and maintaining positive public awareness of Skyport, developing, and executing media communications, public relations, social media strategies and plans for brand innovation, internal communications, corporate promotions, and stakeholder initiatives. The post holder is responsible for creating and maintaining a positive public image of L. F. Wade International and promoting the airport services, facilities, events, and programs. Coordinating with Skyport and other airport agencies to disseminate information regarding airport activities to the media, passengers, and the general public. Development of marketing materials and initiatives to enhance Skyport's Mission, Vision and Values while providing a high level of customer service to the public.

For a full description of responsibilities, please contact mpringle@skyport.bm or call 441.705.4806.

Knowledge, Skills, Abilities

- A Bachelor's Degree with course work in communications, marketing, public relations, journalism or a related area is preferred.
- A minimum of three years of relevant experience in a similar role.
- Communicate in a professional manner with a high level of understanding of the English language usage, grammar, rhetoric, punctuation, and spelling.
- A strong creative, business writing and strategic business mindset.
- Must exhibit strong interpersonal skills, including courteous, respectful demeanor, tact/diplomacy, awareness of others, and commitment to building relationships and working with diverse internal and external groups.
- Ability to establish and maintain effective working relationships with Executives, stakeholders, commercial concessionaires, community organizations, vendors and colleagues.
- Problem solving skills to develop strategies for improving Skyport's brand and community awareness with attention to detail.
- Knowledge, awareness, and understanding of the latest marketing and social media-industry trends.
- Knowledge of airport information, passenger assistance, communication and hospitality services.
- Proficiency in Microsoft Office Suite including MS Word, PowerPoint, and Excel.
- Prioritization and proven organization of managing multiple projects with competing deadlines.
- Acute sense of judgment, tact, and diplomacy.
- Ability to work a flexible schedule and attend evening or weekend events as required.

Please apply via email by **June 30th 2022** with a detailed resume and certifications to:

Marcia Pringle, Director, HR & Training

mpringle@skyport.bm

L. F. Wade International Airport

2 Kindley Field Road, St. Georges DD03, Bermuda