



Employment Opportunity

Digital Content Strategist

Competition #:	4N24-058
Wage:	Commensurate with experience
Hours of Work:	Permanent Full-Time
Location:	Whitehorse, Yukon
Closing Date:	Until Filled

Air North, Yukon's Airline, is seeking a talented individual with a sharp eye for content creation and a passion for storytelling, travel, and customer experience. As a key player in our team, you'll be responsible for crafting compelling content across all platforms—social media, web, email, and written communications. We take pride in our company and the communities we serve, and we're eager to share this pride with our audience. Your ability to tell our story through engaging photos, videos, and written content will be crucial. A deep understanding of what makes our people and geography unique will guide your creative approach and set us apart from the competition.

The Digital Content Strategist reports to the Director of Marketing & Communications and is responsible for creating, testing and optimizing content in alignment with the Digital Strategy and Air North's overall marketing objectives. This position is a critical member of the marketing team who performs a number of key tasks that enable the team to execute its digital marketing functions.

Why work for us?

- Phenomenal flight benefits for you and your family – local and international!
- Extra travel benefits such as hotels and cruise deals
- Employer paid health & dental benefits
- Group RRSP investment options
- Cargo shipping benefits
- Driving and heating fuel discounts

Duties and Responsibilities:

- Manage website for Air North, Black Wolf Bistro and Chieftain Energy
- Chatbot support, training, continuous improvement
- Collaborate for events and Marketing initiatives
- Manage digital communications and email marketing
- Support creative direction for social media
- Provide copy for newsletters and Blogs for various stakeholders and C-suite as needed
- Coordinator for performance marketing campaigns with an intermediate ability to provide robust reporting and analytics
- Ensure content is consistent with overall brand objectives, strategy and product roadmap
- Contribute directly or arrange contribution of content for company pages in Yukon North of Ordinary magazine
- Communications support for internal and external communications
- Cross-functional project management from inception to completion, meticulously assessing scope and recommending effective approaches

Education and Experience:

- Bachelor's or equivalent in communications, journalism, marketing, or business
- Minimum two years' experience with social media strategy and management
- Experience with Drupal or similar website Content Management Systems
- Fluency in written French considered an asset
- Experience working in a corporate environment where success requires collaboration between multiple departments, contractors, and vendors
- Professional photography, video and/or graphic design, website development experiences an asset
- Must be a Canadian citizen, Permanent Resident or show proof of right to work in Canada

This position may be available as a remote opportunity in Vancouver, Victoria, Kelowna, Calgary or Edmonton, preference will be given to local candidates. The position will require frequent travel to our various bases, primarily Whitehorse, YT.

flyairnorth.com

150 Condor Road
Whitehorse, Yukon
Y1A 0M7
Canada

USA/CANADA
1.800.661.0407

PHONE
867.668.2228

How to Apply:

Quoting competition #4N24-058, please submit your resume and cover letter to the Human Resources Department:

Email: careers@flyairnorth.com

We wish to express our appreciation to all applicants for their interest in this position. Due to the substantial volume of applications, we receive, only qualified candidates selected for an interview will be contacted.

Air North is committed to employment equity and welcomes applications from diverse and underrepresented groups. If you require assistance and/or a reasonable accommodation during the application or recruiting process, please contact careers@flyairnorth.com.

Air North, Yukon's Airline has been serving Yukoners for over 40 years. We offer competitive wages, an attractive benefits package including great travel perks, and an enriching work environment for our 450+ employees.

