



THE FUTURE  
OF AIRCREW TRAINING

SKYALYNE

**Job Title:** Lead Communications and Stakeholder Relations

**Position Reports To:** Head of Operations

**Job Location:** Ottawa

SkyAlyne is a proud partnership between Canadian aviation and defence leaders, CAE and KF Aerospace, formed to provide a truly Canadian solution for Canada's Future Aircrew Training (FAcT) Program, Canada's next-generation military aircrew training program.

SkyAlyne has been named by Canada as the preferred bidder for the FAcT Program, and we are staffing our National Capital Office in anticipation of a Contract Award in 2024. Therefore, we are now hiring in key positions that are needed to execute the 20+ year contract. The program will be managed from the National Capital Region (Ottawa), with three operational locations: Moose Jaw, Saskatchewan; Southport (Portage la Prairie), Manitoba; and Winnipeg, Manitoba.

The scope of the FAcT Program contract includes all training and in-service support requirements needed to prepare Pilots, Air Combat Systems Officers, and Airborne Electronic Sensor Operators to meet the future aerospace requirements of the Royal Canadian Air Force. In collaboration with the Government of Canada and several major Canadian subcontractors, SkyAlyne will provide live-flying, simulator and classroom-based training, facilities construction and management, information management and information technology support, site support services, aircraft maintenance and much more.

SkyAlyne offers competitive compensation and benefits and believes strongly in a safe, diverse, equitable, inclusive, and environmentally friendly workplace.

### **Job Overview**

The Lead Communications and Stakeholder Relations (CSR) is critical to the long-term viability and success of SkyAlyne's programs. The Lead CSR is the company's spokesperson, the principal liaison with all media and external stakeholders, the monitor of all company social media, and the subject matter expert on all information that flows between the company and external stakeholders. The Lead CSR is responsible for the execution, revisions, and updates to

the Communications Management Plan, the Community Relations Plan, and the Stakeholder Analysis and Management Plan.

### **Duties and Responsibilities**

- Advising senior program leaders on stakeholders' engagement.
- Coordinating with Government of Canada and the individual program subcontractors to execute and regularly update SkyAlyne's Community Relations strategy.
- Executing marketing campaigns and regular communications to promote opportunities for the recruitment and retention of staff, to elicit supplier interest, and to generate interest for new partnerships with R&D institutions, community organizations and non-profit organizations.
- Supporting Indigenous engagement activities.
- Managing SkyAlyne's internal and external communications platforms, including, but not limited to, company websites and social media channels.
- Creating and managing engagement strategies for families of students and instructors.
- Creating and executing a strategy for ongoing user engagement, including regular feedback surveys, interviews, focus groups and analyzing data.
- Planning, developing, and leading SkyAlyne's Events and Conference Engagement Strategy in support of SkyAlyne's goals and objectives.
- Serving as SkyAlyne's main media liaison and point of contact for its programs and the SkyAlyne brand, the Lead CSR:
  - Ensures senior leaders/Program Manager/Site Managers are trained, supplied with key messages and supported for media inquiries.
  - Prepares materials (press release, photo/videos, QAs, fact sheets, etc.) and ensure approval.
  - Fields media calls.
  - Plans and executes paid advertising with industry and community publications.
  - Oversees the editorial content of internal communication tools.
  - Executes communication schedules, including regular video updates (advising on key messaging/format), advises senior management on regular company-wide communications for operational awareness and to improve company culture.
  - Coordinates SkyAlyne's government relations strategy, as required in local and national level lobbying and awareness campaigning.
  - Liaises with offices of local, provincial and national politicians, responding promptly and appropriately to arising communications issues. Serve as main POC with consultants firms as needed.
- Develops relationships with SkyAlyne operational area political leaders and delivers regular communications touch.

### **Qualifications and Experience**

- Bachelor's degree in Communications, English, Business Administration, or a related field, and eight (8) years of experience in a similar role; or a post-secondary diploma with a commensurate level of education, training, and experience.
- Experience driving communications and/or customer relations strategies.
- Experience managing websites, social media, direct marketing.
- Highly competent on Microsoft Office (Word, Excel, PowerPoint) and WordPress.

- Experience with Adobe InDesign, Adobe Acrobat, Publisher and Photoshop is an asset.
- Excellent public speaking and presentation skills would be an asset.
- Confident, results-oriented leader with the ability to work with, communicate and influence senior-level colleagues.
- Outstanding business acumen.
- Be able to hold a Government of Canada Security Clearance (Secret level).
- Be able to hold Government of Canada site/information access certifications, including accessing Protected “B” information, Controlled Goods Clearance, and ITAR Clearance.
- Eligible to work in Canada.
- Strong oral and written English language capabilities.
- Fluency in French is an asset.

### **What We Offer**

- A competitive compensation model.
- Extended health and dental benefits.
- Short and long-term disability coverage.
- Paid vacation.
- Pension matching plan.
- Employee and family assistance program.
- A performance management program that is linked to monetary salary incentives.

### **How to Apply**

To apply, please email your cover letter, resume/CV, and any other required documents to [careers@skyalyne.ca](mailto:careers@skyalyne.ca).