

Advisor – Media Relations and Public Affairs

BOMBARDIER

the evolution of mobility

At Bombardier Aerospace, our employees work together to evolve mobility worldwide - one good idea at a time. If you have a good idea, we'll provide the environment where it will thrive and grow into a great product or customer experience. Your ideas are our fuel.

As Advisor, Media Relations and Public Affairs, the incumbent will be responsible for promoting and maintaining Bombardier Commercial Aircraft's (BCA) positive public image in a highly competitive and exciting landscape. The Advisor, Media Relations and Public Affairs will work alongside a team of experienced Public Relations professionals to develop leading-edge strategies to position BCA's products and executives in markets around the globe. The incumbent will put their creativity and savoir-faire to work using traditional media channels and by leveraging dynamic content on BCA's digital and social media platforms to progress the group's communications objectives.

In your role, you will :

- Support the Media Relations and Public Affairs team with the development and coordination of core communications documents (press releases, Q&As, briefings, etc.)
- Support the execution of targeted media relations strategies through the management of BCAs media lists and outreach plans
- Create and publish dynamic content on BCA digital channels to optimize BCAs social media presence (Twitter, YouTube, LinkedIn, Instagram, WeChat, etc.)
- Participate in the development of the editorial calendar to ensure continuous and optimized presence on social media platforms
- Collaborate with colleagues across Bombardier businesses to share best practices and to establish consistent "tone of voice" for the company
- Manage BCAs traditional and social media monitoring tools to produce value-added analytics
- Deploy effective benchmarks for measuring the impact of social media platforms
- Work closely with team to assist in coordinating BCA's issues management portfolio
- Assist with communications plans which includes the development of social media strategies
- Keep abreast of BCA platform (C Series, Q Series, CRJ Series) developments and work closely with the teams from all aircraft programs to align messaging and external positioning statements
- Support the organization of BCA's off-site media activities (press conferences, photo opportunities, air show activities, media visits at Bombardier facilities)

- Participate in team brainstorming strategy sessions to pitch media features, interview topics and provide content and support images to journalists & editors to promote BCA's family of products and Customer Services in print and online media
- Support executive briefings through the preparation of briefing materials for air shows/events, speeches and presentations and provide BCA backup material for Investor Relations positioning statements for use during quarterly earnings call
- Travel required at times

As our ideal candidate,

- University degree required in public relations, communications, journalism, or related discipline
- 5-8 years of experience in PR or communications in a large organization. Media training an asset.
- Fluently bilingual with excellent writing skills in English and French. Third language is an asset.
- High level of computer literacy – excellent knowledge of popular social media platforms (experience working with Social Studio is an asset).
- Knowledge of the traditional media landscape – (press release distribution, wire services, major dailies, news cycles, etc.)
- Must be an excellent team player, self-motivated, resourceful, curious and creative
- Ability to overcome obstacles/problems and achieve targets with minimal supervision
- Well organized, detail focused and able to manage multiple priorities in a fast-paced and at times, stressful environment
- Knowledge of tools and processes required to implement communication strategies
- Ability to work in an extended team across business units, at times – outside of normal business hours to support regionally-based teams
- This position will be located in Mirabel with ability to travel

Bombardier Aerospace is an equal opportunity employer and encourages women, Aboriginal people, persons with disabilities and members of visible minorities to apply.

Whether your candidacy is moving on to the next step of the hiring process or not, we will keep you informed by email. **Join us at careers.bombardier.com.** To apply directly: <http://bit.ly/2qaqeBA>.

Your ideas move people.