



## **CANSO**

### **ROLE DESCRIPTION**

<b>Job Title</b>	<b>Media Relations Manager</b>
<b>Reporting To</b>	Director of Communications
<b>Direct Reports</b>	None

#### **Introduction**

CANSO – the Civil Air Navigation Services Organisation – is the global trade association for the companies that provide air traffic control services across the world. CANSO Members support over 90% of the world's air traffic. Members share information and develop new policies, with the ultimate aim of improving air navigation services (ANS) on the ground and in the air. CANSO represents its Members' views to a wide range of aviation stakeholders, including the International Civil Aviation Organization, where it has official Observer status. CANSO has an extensive network of Associate Members drawn from across the aviation industry.

This is an exciting role (40 hours per week) in a global aviation organisation providing an excellent opportunity for personal development in an international environment. Although the role is formally based at the CANSO global headquarters at Schiphol Amsterdam Airport, we promote hybrid working. There are around 12 staff based in the office and a further 15 staff based in other CANSO offices around the world. CANSO's working language is English. The role requires occasional international travel.

#### **Purpose of Job**

The primary role of the Media Relations Manager is to develop and implement strategic digital and PR plans that can be leveraged across the 5 CANSO regions, focusing on a long-term vision that grows brand awareness and relevance. This role sits in the CANSO Communications department and the Media Relations Manager will work closely with Marketing, Sales and Event teams, as well as with external and internal stakeholders.

Responsible for strengthening CANSO's external reputation through developing and implementing media relations and digital content plans internationally. Leading on media relations that will generate excellent press coverage as well as communication campaigns and projects to protect and enhance the reputation of CANSO.

The Media Relations Manager is thus responsible for:

- Amplifying CANSO's voice externally
- Creating and delivering the digital / social media strategy for communications
- Creating and delivering the media relations / PR strategy, including PR campaigns
- Deputising for the Director of Communications when necessary



### Key Duties and Responsibilities

The duties and responsibilities of the Media Relations Manager are as follows:

- Develop & manage CANSO's media relations and digital communications strategy
- Increase CANSO's presence in the media
- Proactively seek opportunities for articles and features
- Develop and manage a PR network across the globe
- Coordinate the distribution of press releases and content plans with the PR network
- Develop innovative & creative PR campaigns that can be applied across multiple regions throughout the year, leveraging brand campaigns developed by the Communications team. Conduct post-campaign evaluation
- Oversee, monitor and evaluate, and report on all media for print, broadcast, online and social media
- Pro-actively seek new communication platforms and media outlets to reach audiences in new and innovative ways
- Organise media training for key CANSO personnel
- Help create speeches, presentations and thought leadership articles for CANSO's senior leaders and DG
- Oversee scheduling, content review, production and launch of CANSO's external publications
- Airspace Editor
- Manage a roadmap for editorial content that supports important moments throughout the year that celebrates CANSO's members
- Develop industry messaging
- Develop relations with journalists
- Respond to media enquiries
- In association with the communication channels manager, create, publish and schedule social media content
- Attend CANSO or other industry events as appropriate
- Give communications guidance to other CANSO departments and the Director General
- Support crisis communications with oversight from senior leadership

CANSO is entitled to assign other duties than those associated with the position as described above, if such would be in the best interest of the Organisation.

### Candidate profile

#### Education and Experience

- Bachelor degree
- Relevant experience in corporate communications either in-house or with international PR agencies (8+ years)
- Experience with aviation trade press and working with transport/aviation journalists
- Excellent understanding of international media relations and up to date with new trends within the social media landscape
- Experienced project manager with excellent verbal and written (native level English) communication skills



- Excellent IT literacy and competence. Microsoft Package (Word, Excel, Outlook, PowerPoint)
- Experience of advising senior management
- Must be legally permitted to work in the NL and/or the EU

#### Personal Qualities

- Excellent interpersonal skills and able to work effectively as part of a team
- Focus on results and ability to get things done
- You will feel comfortable in a dynamic working environment where you will be able to respond quickly to diverse requests and events with a positive can-do mentality
- You will have a strong desire to excel at activities that you undertake
- Proven ability to multitask and deliver high quality work in a fast paced goal oriented environment
- Natural curiosity for new media
- Ability to strategise and be well organised
- Excellent communication skills
- Proactive in generating new ideas for improving CANSO's communications
- Ability to learn rapidly about a complex industry and its issues
- Able to deal with ambiguity and find solutions
- Willing to travel abroad, when required
- You will be able to authentically live CANSO's brand values; Think Big, Speak with authority, create value for CANSO's members, embrace collaboration, act responsibly and strive for the extraordinary