

Nassau Airport Development Company Ltd.

Career Opportunity: Manager, Marketing and Promotions

The Nassau Airport Development Company Ltd. (NAD) is seeking candidates for the position of Manager, Marketing and Promotions at Lynden Pindling International Airport.

Position Summary:

This role is responsible for the planning, development and execution of a comprehensive marketing and communications strategy and program for LPIA, including working closely with airport stakeholders, brands and partners to drive aeronautical and non-aeronautical revenue.

The position uses multiple media platforms (print, social media, web, email, video, etc.), to drive increased concession sales, passenger/community engagement and brand awareness. The Manager of Marketing and Promotions is responsible for the development and implementation of all promotional events, campaigns and related activities to drive revenue.

Experience and Background:

1. University degree in marketing or other relevant field
2. 5-10 years professional experience in a marketing role with a track record of successful, revenue generating projects.

Abilities and Qualities

1. Demonstrated business acumen coupled with strategic, analytical and creative skills
2. Strong communication and interpersonal skills
3. Excellent project management skills
4. Strong writing and presentation development ability

Essential Functions

- Develops and executes marketing and communications programs to maximize sales, brand awareness and meet strategic business objectives
- Prepares strategic marketing plans and manages overall marketing budget
- Assembles and convenes a variety of stakeholders and working groups on myriad projects such as marketing calendar development, social media content development, promotional campaigns and more.
- Researches current market trends; analyzes research and relevant trends, recommends and develops applications to improve the airport
- Develops customer insight using qualitative and quantitative data from various sources (in-store, transactional, research and passenger surveys and external secondary sources)
- Conducts and analyzes promotional results and communicates knowledge gained to relevant stakeholders
- Partners with commercial businesses to successfully manage communications and promotions for store openings/renovations
- Manages outside agencies, vendors and other suppliers that develop, produce and design creative materials and other deliverables
- Develops the annual marketing plan, calendar and budget as part of the business plan
- Leads the development and management of events, marketing collateral and front-facing concepts that communicate LPIA's brand in a compelling manner
- Creates, introduces and manages strategies and systems to understand the current travel retail



environment. Identifies trends and influences on customer buying patterns to evaluate products offered and increase revenue

- Supports the development and implementation of successful in-terminal promotions to ensure maximum performance, drive annual sales growth and revenue
- Contributes to the creation of communications plans for various initiatives, including NAD/LPIA brand enhancement, crisis communications, operations communications, marketing materials and new business activities
- Responds to general media requests for information and interviews. Uses analytical tools and formulates strategies to consistently monitor and expand online media presence

Note: The preceding information is intended to be representative of the work performed by incumbents in this position and is not all-inclusive.

If you are qualified and interested please submit your resume by February 26, 2018 to:

Director of Human Resources

Nassau Airport Development Company Ltd.

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