



CAREER OPPORTUNITY MANAGER, MARKETING MARKETING AND COMMUNICATIONS

JOB SUMMARY:

The job 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.

KEY DUTIES AND RESPONSIBILITIES:

- 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;
- Responsible for the development and implementation of all promotional events, campaigns and related activities to drive revenue;
- 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.

QUALIFICATIONS:

- A minimum of a Bachelor's degree in Marketing or related field
- A minimum of 5-10 years professional experience in a marketing role with a track record of successful, revenue generating projects

JOB COMPETENCIES:

- Proficiency in Microsoft suite with the ability to use multiple media platforms (print, social media, web, email, video, etc.,)
- Demonstrated business acumen coupled with strategic, analytical and creative skills
- Strong oral and written communication skills
- Excellent interpersonal and project management Skills
- Strong presentation development ability

Resumes with certificates should be forwarded via email to people@nas.bs on or before **April 9, 2019**. Only short-listed candidates will be contacted.