



JOB DESCRIPTION

Function name	Marketing & Communications Manager
Department	Commercial Department
Organizational Relationship	Supervised by and reports to the Commercial Director

JOB SUMMARY:

We are seeking a dynamic and results-driven Marketing and Communications Manager to lead our efforts in building a strong brand presence and fostering exceptional customer experiences. This role will be instrumental in developing and executing integrated marketing and communication strategies that align with our customer-centric philosophy. The ideal candidate will be a strategic thinker, a creative problem-solver, and a passionate advocate for our customers. You will play a crucial role in shaping our brand narrative, enhancing customer engagement, and driving business growth in a rapidly evolving market.

RESPONSIBILITIES:

- **Develop and Execute Integrated Marketing and Communication Strategies:**
 - Create and implement comprehensive marketing and communication plans that incorporate traditional and digital channels, focusing on enhancing customer experience at every touchpoint.
 - Develop and manage marketing campaigns across various platforms, including social media, email, website, and offline channels.
 - Align marketing and communication initiatives with overall business objectives and customer experience goals.
- **Customer Experience Enhancement:**
 - Collaborate with cross-functional teams (e.g., product, sales, customer service) to ensure a seamless and positive customer journey.
 - Analyze customer feedback to identify opportunities for improving customer experience and communication strategies.
 - Develop and implement customer feedback mechanisms and utilize data to drive continuous improvement.
- **Brand Management and Communication:**
 - Maintain and enhance brand consistency across all communication channels.
 - Manage and maintain public relations and media relations activities, including press releases, media inquiries, and crisis communication.
 - Manage partner relations with tourism, travel and press/ media partners.
 - Manage both event and corporate responsible sponsorship campaigns.
- **Digital and Social Media, Content Creation and Management:**
 - Manage and maintain high-quality content for various marketing and communication channels, including website, blog, marketing & operational emails and marketing materials.
 - Ensure content is aligned with brand messaging and customer needs.

- Manage and oversee social media channels and engaging content creation that resonates with target audiences and reinforces brand values.
 - Oversee content calendar and ensure timely delivery of content.
- **Performance Measurement and Reporting:**
 - Track and analyze marketing and communication metrics to measure campaign performance, effectiveness and ROI to optimize (digital) marketing efforts.
 - Prepare regular reports and presentations on marketing and communication performance.
 - Utilize data-driven insights to optimize marketing and communication strategies.
- **Team Collaboration and Leadership:**
 - Collaborate with internal teams and external agencies to ensure successful execution of marketing and communication initiatives.
 - Stay up to date on industry trends and emerging technologies.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field.
- 5 years of experience in marketing and communications, with a proven track record of success. Experience in Aviation and/or Travel industry is a plus.
- Strong understanding of customer experience principles and best practices.
- Excellent written and verbal communication skills.
- Proficiency in digital marketing tools and platforms, including social media management, SEO/SEM, and analytics.
- Strong analytical and problem-solving skills.
- Ability to work independently and as part of a team.
- Creative and innovative mindset.
- Experience with marketing automation software is a plus.

We offer an independent, autonomous role with an attractive remuneration package, with the possibility to grow and develop within the company.

Are you the qualified person for this job? Do you have an interest in starting a new chapter with another company? If yes, please apply by sending a motivational letter, a Resume, and a valid passport copy to the Human Resources Department, humanresources@fly-winair.com.