

Job Description

Job Title:	Marketing & Communications Manager	Job Category:	Customer and Commercial Services
Department/Group:	Commercial Services	Job Code/ Req#:	
Location:	ORIA	Travel Required:	Occasional Travel
Level/Salary Range:	Grade	Position Type:	Full Time
Job Holder:			

Job Purpose

Responsible for the marketing and communications functions at the CIAA, including the creation and implementation of all elements of strategy and planning that enhance brand products and services and assist the CIAA in achieving its objectives. The job involves working with the Business Development team to implement a marketing, brand and communications strategy across a range of opportunities in print, media, events and online designed to advertise and promote the CIAA's products and services.

Dimensions

The job involves the planning, development, implementation and measurement of the CIAA's marketing, communications and public relations activities, both external and internal, delivering measurable projects and campaigns on time, within budget and to a consistently high quality. All activities to have a measured output that is reported on.

Role and Responsibilities

- Develop and continuously update a strategic communications plan to effectively communicate information on CIAA to staff, airport partners, media, residents, Government, other stakeholders and international audiences
- Develop and periodically update the CIAA's marketing strategy for achieving a sustainable competitive advantage and utilising the marketing strategy to create and implement a marketing plan
- Develop and manage, in conjunction with the Chief Commercial Officer and other department heads, an integrated digital marketing plan to support the promotion of each product and service that the CIAA offers
- Develop and manage the CIAA website and intranet in line with brand guidelines and sales strategy requirements, ensuring that content is continuously updated and meaningful to users
- Develop and manage effective marketing campaigns which deliver the CIAA's key messages, Unique Selling Points and brand collateral to the target channels and industry sectors
- Plan and implement direct marketing approaches including targeting, personalisation of messages and measurability, data analysis, customer profiling and segmentation

- Deliver effective written and oral communications to internal and external Stakeholders through a variety of methods and distribution channels, including email, press releases, newsletters, bulletin boards, websites, social media, TV, radio, advertising contracts and brochures
- Through audit processes ensure compliance of and adherence to the CIAA brand and corporate standards across all forms of marketing and communications methods and distribution channels for the purpose of brand promotion and profile raising, including the output and production of printed collateral such as brochures and branded merchandise. Maximise brand value through development of revenue streams and new opportunities
- Maintain awareness of market trends and coordinate the output of market research activity, understand forthcoming customer initiatives, and benchmark customer and consumer satisfaction
- Work with the Business Development Department to implement joint airport/tenant marketing strategies to promote the concessions programme
- Create engaging content for social media, websites, newsletters, press releases, brochures, advertisements and other distribution channels for the purpose of promoting the CIAA brand, products and services, whilst ensuring exceptional copywriting and editing of all marketing materials and messaging
- Ensure standards for quality and customer service are met
- Develop departmental budgets and ensure marketing and communications activity are within approved budget allowances; negotiate best pricing with vendors and marketing partners
- Maintain effective control over departmental expenses and complete monthly updates and forecast on expenditures
- Plan, organise and manage CIAA events, including expos and conferences. Produce promotional and printed/electronic branded materials and merchandise, set up, décor and associated budget management. Manage all event attendance from conception through to delivery in line with sales strategy priorities
- Ensure personal knowledge of the marketing industry is kept up to date and relevant by networking/researching/reading blogs and news sources
- Share knowledge, insight, best practice and ideas relevant to the promotion and marketing of the business
- Produce clear Return on Investment reporting of all scheduled activity
- Work with the CEO, CCO and Business Development Manager to design an efficient channel partner marketing framework
- Ensure that the CCO and CEO are aware of all issues that may affect the public perception of the Authority and proactively manage negative and false/inaccurate news across all channels of communications. Respond to queries
- Prepare speeches and other written or broadcast material for release to the general public
- Sit as Emergency Communications Officer in the airport emergency operations center during exercises and real emergencies. Collaborate with relevant parties to formulate briefings and press releases to give to the media on status of the emergency and the response on a continuous basis to keep public and stakeholder informed
- Act for CCO as needed

Qualifications and Education Requirements

- Minimum of an undergraduate degree in Marketing, Media, Communications Studies, PR, Journalism or equivalent specialism
- At least seven (7) years' experience in a dedicated marketing and communications role of which at least five (5) years' experience will have been in a management role

Preferred Skills and Experience

- Strong marketing experience, credible, confident and articulate, with good presentation skills
- Proven success in writing professional web and marketing copy, with the ability to produce and edit compelling and optimised copy while maintaining brand messaging, persuasiveness and readability
- Proven listening, negotiating and influencing skills

- Inquisitive, creative, analytical and forward thinker with proven campaign experience
- Excellent communications skills, with a solid knowledge of English grammar and the ability to present ideas in a clear and concise way, both orally and in writing
- Ability to interpret information, news, data and research quickly and distil the most important/relevant information to inform unique and innovative new content and creation ideas
- Excellent working knowledge of major social media channels including Facebook, Instagram and LinkedIn
- Proactive and highly organised, with strong time management, project and planning skills, meticulous attention to detail and a proven ability to work under pressure and multi-task
- Proven ability to meet tight deadlines whilst working with conflicting priorities
- Ability to negotiate and persuade, self-motivated and customer focused
- Strong management and leadership skills with ability to develop and maintain effective internal and external interpersonal relationships
- Proficiency in Microsoft Office and digital platforms plus experience of developing web sites
- Strong knowledge of the air travel and aviation industry
- Experience of developing and implementing processes to improve standards of performance
- Highly creative and full of ideas, curious in nature with a lively, broad ranging intellect
- Passionate about driving campaign ideas forward
- Quick thinking and adaptable with a high sense of personal responsibility
- Innovative and creative, with a concise, precise and effective approach to problem solving
- Personable, approachable, reliable, flexible, cooperative, diplomatic and tactful
- Experience working in a strategic capacity in the development of marketing and communications as well as experience in brand development and product positioning
- Able to demonstrate a consistent method of working with others and to operate with confidence and integrity

Assignment & Planning of Work

The post holder will report directly to the Chief Commercial Officer; however, s/he is expected to be able to work independently, with minimal supervision and function as an integral member of the CIAA management team.

The post holder will identify and allocate to himself / herself projects and activities within the scope of the responsibilities and is able and willing to work outside normal hours when necessary.

Supervision of Others

- Business Development
- Marketing Assistant

Other Working Relationships

Internal:

- Chief Commercial Officer
- All staff

External:

- External Stakeholders, Business Partners, Media Tenants and Vendors



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Safety Responsibilities

The post holder has the following safety responsibilities:

- To comply with the relevant safety requirements and procedures outlined in the pertinent Aerodrome Manual and/or any Appendices thereof, including CIAA Safety Management Manual (SMM) and other duly approved Manuals, Safety Directives, and Safety Advisories
- To apply system safety measures as required by safety management procedures and instructions
- To advise the Chief Safety Officer of any safety occurrence or system failure and to identify and report any situation of potential risk or concern affecting system safety
- Supporting safety audits as and when they occur
- Supporting safety investigations as and when they occur; and
- Complete an approved ICAO/IATA/ACI SMS Course or attend CIAA SMS Training Course each calendar year.

Safety Training & Education

As per Section 4 .1 of the CIAA SMS Manual (Vol. 2)

Additional Notes

Due to the nature of this job the post holder must respond immediately to all Authority crises ensuring that the public relations and media aspects are handled appropriately.

Working Conditions

Normal office environment.

Reviewed and Agreed by Employee:		Date (dd/mm/yyyy):	
Approved By Supervisor:		Date (dd/mm/yyyy):	
Reviewed/Updated By HR:		Date (dd/mm/yyyy):	