



## **JOB DESCRIPTION**

<b>POST TITLE:</b>	<b>Marketing Executive</b>	<b>REF No. MECoD0720</b>
	<b><i>12-month contract to cover maternity leave</i></b>	
<b>RESPONSIBLE TO:</b>	<b>Managing Director</b>	
<b>HOURS OF WORK:</b>	<b>37</b>	
<b>SALARY:</b>	<b>Negotiable dependent upon salary</b>	

### **Purpose and Function of Post:**

To be responsible to the Managing Director for developing, maintaining, and promoting links with the travel trade to increase the penetration and usage of the airport from the catchment, to assist in developing and to proactively manage commercial activity on the airport site with the objective of meeting and exceeding set business objectives and to assist in the proactive marketing of the airport. This is a stand-alone role.

### **Principal Duties, Tasks and responsibilities performed:**

1. To build and maintain excellent relationships with airport and travel trade.
2. Maintain relationships with airlines and tour operators
3. Promote the airport throughout the catchment
4. Work with airlines, the travel trade, and distributors to develop in bound and out bound packages
5. Promote and develop the Corporate Aviation Business
6. Develop and foster links with local and regional tourist and visitor organizations and Derry City & Strabane District Council Communications Manager
7. Assist in developing the marketing plan for the Airport delivering maximum impact and a measured value to the Airport and its existing and potential new customers.
8. Assist the Managing Director in providing the content for and manage the budget of media publications including in any local/regional/national media route advertising.
9. Producing CoDA publications which serve to promote the airport and to increase commercial income

10. Work with the Managing Director and others to developing research programmes that identify the characteristics of the airport's market and demographics.
11. Assist the Managing Director in proactively discharging the marketing strategy.
12. Maintain the airport database and assist in producing airport publications.
13. Have day to day responsibility for the Airport website, social media, and digital marketing.

## **Other Duties**

This job description outlines the duties required however it is not a comprehensive or exclusive list & duties and it is recognised that jobs change and evolve overtime. Consequently, the postholder will be required to carry out any other duties up to and including the grade for the position offered as necessary to fulfill the purpose and function of the post.

## **Skills and Competencies**

The post holder will require the following principal skills and competencies:

- Highly PC literate
- Excellent customer service skills
- Strong organizational and project management skills
- Able to act as an ambassador for the airport to the travel trade
- Ability to work on own initiative with minimal supervision
- Ability to develop and maintain excellent relationships with clients and customers at all levels from a variety of organizations
- Ability to develop marketing initiatives and planning
- Ability to produce marketing and PR material
- Use of graphic design techniques

## **Qualifications & Experience**

Applicants must possess a minimum of a Level 3 Certificate in Marketing or equivalent and have 2 years relevant experience. Criteria may be enhanced for shortlisting purposes.

## **Other**

The post holder will need to regularly work and provide telephone support out of hours and travel within the United Kingdom and Ireland.

The post is subject to the following:

- i) Satisfactory references.
- ii) Obtain and maintain Security Clearance in accordance with the Aviation and Maritime Security Act 1990. Employees who require access to the Airport restricted zones are required to undergo security checks including criminal record checks.

- You must apply for and provide an original AccessNI basic disclosure certificate