

POSITION TITLE:	<u>MANAGER MARKETING & BRAND</u>	POST HOLDER:	<u>VACANT</u>
DEPARTMENT:	<u>MARKETING</u>	DIVISION:	<u>COMMERCIAL</u>
REPORTS TO:	GM COMMERCIAL	LOCATION:	NADI AIRPORT
Purpose of the Role:			
<p>The role is responsible for FA's brand visibility and reputation through strategic marketing initiatives. In addition, this role develops and upholds the brand's image, personality, and promise, ensuring consistency and resonance with the target audience by weaving the brand's narrative across various marketing channels, from traditional advertising to digital platforms, to build brand equity and drive consumer engagement. Operating with the goal to drive revenue growth, improve customer experience, and strengthen the airport's competitive position in the regional and international market.</p>			
Key Accountabilities:			
<ol style="list-style-type: none"> 1. Developing and implementing marketing campaigns <ul style="list-style-type: none"> • Promoting the airport's services, retail, and commercial offerings. • Ensure consistency in brand messaging across all channels. • Increase passenger engagement and collaborate with various stakeholders to align marketing efforts with the airport's overall business objectives. 2. Revenue generation and quota achievement <ul style="list-style-type: none"> • Set sales targets for the team and individual team members. • Develop and implement sales plans to achieve set targets. • Monitor sales performance, identify roadblocks, and adjust strategies as needed. • Motivate and coach the sales team to meet and exceed their targets. 3. Team leadership and development <ul style="list-style-type: none"> • Recruit, hire, and onboard talented marketing people. • Provide ongoing training and mentorship to develop individual skills and sales expertise. • Foster a collaborative environment that promotes teamwork and knowledge sharing. • Motivate, coach and mentor the team to achieve their full potential. 4. Sales process and strategy <ul style="list-style-type: none"> • Implement a clear and effective sales process for the team to follow. • Analyse customer needs and develop targeted sales strategies to win deals. • Conduct competitor analysis to understand market dynamics and develop a competitive edge. • Continuously monitor and improve the sales process for efficiency and effectiveness. 5. Customer relationship management <ul style="list-style-type: none"> • Work with customer success teams to ensure customer satisfaction and retention. • Develop and maintain strong relationships with key clients and accounts. • Identify new business opportunities and expand the customer base. 			

- Address customer concerns and ensure a positive brand experience.

6. Performance tracking and reporting

- Track and analyse key sales metrics.
- Generate reports to measure team performance and identify areas for improvement.
- Regularly communicate marketing, brand and sales performance to management.

KEY RESULT AREA (KRA)	KEY PERFORMANCE INDICATORS (KPI's)
Develop Strategic Market Plan	<ul style="list-style-type: none"> - Conduct market and product analysis and develop strategic marketing plan. - Work with all key stakeholders and partners in developing marketing plan - Conduct surveys and research on trends and forecast - Develop annual marketing plan in accordance to annual budget forecast
Brand Management	<ul style="list-style-type: none"> - Develop brand strategies to ensure strong market presence. - Create brand management plan for the year. - Improvement in brand recognition and customer sentiment, as measured by periodic surveys. - Increase viewership and content likability by 10% in year over year achievement.
Customer Engagement and Experience	<ul style="list-style-type: none"> - Achieve a customer retention rate of 90% by implementing a strong customer success program that provides ongoing support and value. - Conduct regular competitor analysis to understand their strengths, weaknesses, and pricing strategies. Use this information to tailor sales pitches and identify potential customer needs not met by competitors.
Team Building	<ul style="list-style-type: none"> - Implement a recognition program to celebrate team achievements, awarding recognition for exceeding targets. - Organize two team-building activities per quarter to encourage collaboration and communication, such as brainstorming sessions or social events. - Conduct one-on-one coaching sessions with each team member bi-weekly to develop their sales skills, focusing on objection handling techniques.
New Business Innovations	<ul style="list-style-type: none"> - Secure a % increase of new contracts year over year as determined by the commercial management team in accordance with annual budget. The monetary value of which to be determined by GMC according to financial budget. - Implementation of at least a min of 3 innovative marketing initiatives per quarter. - Ensure the sales team completes an average of 50 calls and sends 20 personalized emails per day, tracking these metrics within the CRM software.
Increase in Revenue	<ul style="list-style-type: none"> - Achieve 20 % increase in year over year for the assigned team - Ensure the team achieves 100% of its quarterly targets - Contribution to a specified percentage increase in retail and commercial revenue through targeted marketing efforts. - Achievement of revenue targets set for marketing campaigns. - Maintain a sales pipeline with a value of \$1 million, with at least 10% of leads in the final stages of the sales cycle. - Increase the conversion rate from qualified leads to closed deals by 5%. - Implement a sales forecasting process that considers historical data, market trends, and individual sales pipelines. Achieve a forecasting accuracy of +/- 10% compared to actual sales results. - Develop and implement a clear process that outlines each stage of the sales cycle and key communication points. Monitor adherence through call recordings and customer feedback.

<p>Key Challenges / Decisions / Success factors:</p> <ul style="list-style-type: none"> ▪ Ensure the overall achievement of quarterly revenue targets against forecast ▪ Delivering high-quality, visually compelling designs that meet business goals and enhance the passenger experience. ▪ Ensuring compliance with regulatory standards for signage and wayfinding. ▪ Continuously improving design skills and staying updated on industry trends to keep the airport’s visual communications fresh and engaging.
<p>Direct/Indirect Reports: Internal (3 – Marketing & Brand Officer*2, Graphic Artist) and external stakeholders, including management and executive management teams.</p>
<p>Qualifications, Professional Knowledge and Experience:</p> <ul style="list-style-type: none"> ▪ Bachelor’s degree in Sales, Marketing, Communications, Brand Management, Business Administration, or a related field. ▪ Minimum of 10 years of experience in sales & marketing, branding, or a related role. ▪ Experience with Brand Management: Demonstrated ability to develop and maintain brand guidelines, ensuring consistency across all marketing materials. ▪ Digital Marketing Experience: Familiarity with social media marketing, content creation, SEO, and other digital marketing strategies. ▪ Excellent verbal, written, and interpersonal skills, with fluency in English. ▪ Must be creative, self-motivated, punctual, and willing to work on deadline-driven hours. <p>Personal Attributes</p> <ul style="list-style-type: none"> ▪ Detail oriented and with good time management and organizational skills. ▪ Team-oriented, problem solver, relationship builder, and strong interpersonal skills. ▪ Ability to multi-task in a very fast-paced, often rapidly changing environment. ▪ Ability to be pro-active, independent, and efficient. ▪ Ability to be a “think out of the box” personnel
<p>Key Relationships:</p> <p>Internal:</p> <ul style="list-style-type: none"> ▪ General Manager Commercial ▪ Manager Business Development & team ▪ Marketing Brand Officer ▪ Graphic Artist ▪ External: ▪ External Vendors ▪ FA Stakeholders