

Job Title: Manager Sales, and Marketing**Company:** LIAT (2020) Limited**Location:** Antigua & Barbuda

About LIAT2020: LIAT (2020) Limited is an innovative and dynamic start-up airline on a mission to connect the sub region with the rest of the world, disrupting the regional the aviation industry by providing affordable and efficient travel solutions. Committed to delivering a seamless and exceptional flying experience, we prioritise sustainability and profitability. As we embark on this exciting journey, we are seeking a result driven and strategic individual to join our team as the Manager for Sales and Marketing to drive sales and enhance LIAT20 brand awareness and loyalty.

Our Company Culture:

Recognising that our employees have choices, we place a strong emphasis on creating and maintaining a positive working culture. Our company thrives on a friendly and informal work environment where everyone, regardless of their position, is treated with respect and consideration. As a valued member of the team, you will play a crucial role in supporting this positive work environment.

Position Overview: The Manager for Sales, and Marketing will play a pivotal role in driving revenue growth, building strategic partnerships, and enhancing brand visibility. This position requires a dynamic professional with proven experience in Sales, Business Development, and Marketing and capable of leading a high-performing team.

Key Responsibilities:**Develop and Implement Sales and Marketing Strategies:**

- Develop and implement effective sales strategies to achieve revenue targets and expand the customer base.
- Lead the sales team in identifying new business opportunities and cultivating strong relationships with clients.
-

Brand and Business Development:

- Build and maintain a strong brand presence in the market.
- Develop and execute brand positioning initiatives to differentiate the LIAT20 from its competitors.
- Identify and pursue new business opportunities, partnerships, and market segments to expand the company's reach.
- Collaborate with cross-functional teams to drive strategic initiatives and business expansion.

Marketing Strategy:

- Develop, plan, and execute marketing strategies to promote products/services, build and enhance brand awareness and market presence.
- Negotiate and implement codeshare agreements and collaborations with other airlines.
- Oversee the creation of compelling marketing materials, campaigns, and digital marketing initiatives.
- Oversee brand positioning and messaging to ensure consistency across all communication channels.
- Work collaboratively with the associated teams to enhance brand identity.

Market Analysis:

- Conduct market research to identify trends, competitor activities, and customer needs.
- Use data-driven insights to inform decision-making and adjust sales, business development and marketing strategies as needed.

Digital Marketing and Online Presence:

- Oversee the development and maintenance of the airline's website and social media platforms.
- Execute digital marketing campaigns to increase online visibility and engagement.

Team Leadership:

- Lead a multifunctional team, including sales, business development, marketing, and customer experience center professionals.

- Foster a collaborative and results-driven team culture, providing mentorship and professional development opportunities.

Customer Experience Management:

- Oversee the day-to-day operations of the Customer Experience Centre consisting of the call center and customer relations teams, to ensure efficient and effective handling of customer inquiries, concerns, and feedback.
- Develop and implement strategies to enhance call center efficiency and customer service quality, focusing on continuous improvement and customer satisfaction.
- Build and maintain strong relationships with customers (corporate and non-corporate) partners and stakeholders.
- Serve as the primary point of contact for escalated customer issues, collaborating with cross-functional teams to find satisfactory resolutions.

Reporting and Analysis:

- Establish and monitor key performance indicators (KPIs) to evaluate the effectiveness of sales and marketing efforts.
- Prepare regular reports on sales performance, business development activities, and marketing campaign effectiveness.
- Analyse data to identify areas for improvement and adjust strategies accordingly.

Budget Management:

- Develop and manage budgets for sales, business development, and marketing initiatives.
- Ensure optimal allocation of resources to maximize ROI.
- Monitor expenses and ensure cost-effective implementation of campaigns.

Required Core Competencies, Experience, and Qualifications:

- Strategic thinker with the ability to develop and execute successful integrated strategies.
- In-depth knowledge of aviation regulations, market trends, and competitive dynamics.
- Excellent leadership and communication skills with the ability to lead a team and foster collaboration with internal and external stakeholders.
- At least 7 years of proven experience in sales, customer service and marketing roles, with a track record of achieving or exceeding targets.
- Bachelor's degree in Business Administration, Marketing or a related field. Master's degree in a related field is a plus.
- Proficient in the use of Microsoft Office Suite, with a particular focus on advanced Excel skills.
- Commitment to continued learning and personal development.

Benefits:

- Competitive remuneration package
- Opportunity to shape the strategic future of a revamped regional start-up airline.
- Exciting, collaborative, and innovative work environment.

This is a description of the job as it is presently constituted. In order to support the company's efforts to attract and retain the ideal incumbent to perform the duties, it is normal practice to periodically review job descriptions for current and accurate relevancy, as jobs change over time and job descriptions need to be reflective of these changes. The review process is a collaborative effort involving the position supervisor and the employee performing the job. You are therefore expected to participate fully in such discussions. In all cases, it is LIAT20's aims to reach agreement on reasonable changes, but where it is not possible to reach agreement LIAT reserves the right to make reasonable changes to your job descriptions which are commensurate with the company's objectives and your grade after consultation with you.