

Job Title: Sales and Marketing Executive**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 an enthusiastic, dedicated, detail oriented and experienced Sales and Marketing Executive 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 team member, you will play a crucial role in supporting this positive work environment.

Position Overview: The Sales and Marketing Executive will play a key role in contributing to our bottom line. If you are passionate about sales, ensuring sustained customer satisfaction and building lasting connections, we invite you to join our dynamic team.

Implement Sales and Marketing Strategies:

- Implement the sales and marketing plan.
- Execute strategies to drive ticket sales, partnerships, and customer acquisition.

Brand Development and Positioning:

- Build and maintain a strong brand presence in the market.
- Develop and execute brand positioning initiatives to differentiate the LIAT20 from its competitors.

Customer Acquisition and Retention:

- Identify target customer segments and develop strategies to attract and retain customers.
- Implement loyalty programs and promotional campaigns to enhance customer engagement.

Partnership Development:

- Cultivate and manage partnerships with travel agencies, hotels, tourism boards, and other relevant entities.

Market Research and Analysis:

- Conduct market research to identify opportunities, threats, and market trends.
- analyse customer feedback, competitor activities, and industry developments to refine strategies.

Sales Performance Tracking:

- Monitor key performance indicators (KPIs) to evaluate the effectiveness of sales and marketing efforts.
- Generate regular reports to assess sales performance and propose adjustments as needed.

Event Management:

- Plan and execute events, promotions, and sponsorships to enhance brand awareness.

Collaboration with Cross-functional Teams:

- Work closely with the operations, customer service, and finance teams to ensure seamless coordination and execution of sales and marketing initiatives.
- Provide inputs for route planning, pricing strategies, and customer service enhancements.

Budget Management:

Monitor expenses and ensure cost-effective implementation of campaigns.

Required Core Competencies, Experience, and Qualifications:

- Strategic thinking and the ability to translate business objectives into actionable sales and marketing strategies.
- Strong analytical skills, with proficiency and data analysis tools.
- In-depth knowledge of aviation regulations, market trends, and competitive dynamics.
- Excellent communication skills with the ability to foster collaboration with internal and external stakeholders.
- At least 5 years of proven experience in sales and marketing within the airline industry.
- Knowledge of industry trends, regulations, and competitive landscape in the aviation sector.
- Bachelor's degree in Business Administration, Aviation Management, or a related field. Master's degree in a related field is a plus.
- Proficient in the use of Microsoft Office Suite
- 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.