

**JOB DESCRIPTION**

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| **1.** | **JOB TITLE:** | Marketing Executive |
| **2.** | **HOURS:** | As per contract |
| **3.** | **RESPONSIBLE TO:** | Marketing & Communications Manager |
| **4.** | **DIRECT SUPERVISORY RESPONSIBILITY FOR**: N/A | |
|  | **INDIRECT SUPERVISORY RESPONSIBILITY FOR:** N/A | |
| **5.** | **IMPORTANT FUNCTIONAL RELATIONSHIPS**    **INTERNAL:** Marketing & Communications, Managing Director, Airport Operations Manager, Terminal Duty Managers  **EXTERNAL:** Airport tenants and concessionaires, Airlines, Tour Operators, Tourist Agencies, Cornwall Development Company, PR agencies, TV & Radio Media, Journalists , Cornwall Council & Corserv Communications Department | |
| **6.** | **MAIN PURPOSE OF JOB:**    You will be required to plan and manage a range of marketing campaigns and projects for the Airport and you’ll work closely with teams across the business to manage the Airport brand and ensure consistency throughout. | |
| **7.** | **MAIN DUTIES AND RESPONSIBILITIES:** | |
| **7.1**  **7.2**  **7.3**  **7.4**  **7.5**  **7.6**  **7.7**  **7.8**  **7.9**  **7.10**  **7.11**  **7.12**  **7.13**  **7.14**  **7.15**  **7.16** | Plan, implement and measure marketing campaign activities  Create compelling content for online and offline campaigns  Keep the Airport website up to date and continuously evolving  Manage the Airport’s social media presence, helping to identify new platform opportunities and developing and implementing platform strategies  Deal with press and advertising enquiries  Preparation and distribution of email marketing campaigns  Produce artwork for adverts and other materials, liaising with external agencies as necessary  Draft press releases and manage local media contact database  Assist with creating and developing effective PR networks  Assist in improving the customer experience in respect of the Airport terminal i.e. signage  Be a brand ambassador, ensuring correct use and consistency throughout the business and at every customer touch point  Prepare and analyse customer surveys  Optimise revenue generation from terminal advertising  Assist with marketing projects as required  Assist with and attend events, either on or off site (this may on occasion be outside normal working hours)  Any other activity as required of the post | |
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| **8.** | **RULES AND PROCEDURES** | |
| **8.1**  **8.2** | To be aware of and adhere to applicable rules, regulations, legislation and procedures e.g. Equal Opportunities Policy, Code of Conduct, national legislation (Health & Safety, Data Protection.  To maintain confidentiality of information acquired in the course of undertaking duties for the department. | |
| **8.3** | To be responsible for your own self-development, undertaking training as appropriate. | |

**Job Description prepared by**: A Smith, Marketing and Communications Manager

**Date prepared:** July 2017