

<b>Job title</b>	Marketing Executive
<b>Reports to</b>	Acting Marketing & PR Manager – 1/7/22 – 28/2/23 Marketing and PR Manager – 01/3/23 – onwards following return from secondment to Welsh Government

## 1. Purpose and Scope

To be part of the Marketing and PR Team at Cardiff Airport and St Athan.

To support the marketing functions for the airport, ensuring effective control and implementation of the marketing plans, both offline and online.

To support the company strategy of airline business development recovery, post the Covid-19 Crisis, involving the focus around route development activities in terms of business-to-business and business-to-consumer marketing initiatives.

Assist in implementing Cardiff Airport's commercial strategy to drive revenue through direct and partnership channels.

To ensure focus around positive image of Cardiff Airport is maintained through regular engagement via our respective customer communications channels.

To coordinate relevant delivery of internal communications messages to staff relating to marketing and CSR associated activities.

To take responsibility for the management of content and timely promotional activities via our online channels including the e-shots to the data base and via relevant social media platforms.

Updating and controlling the airport website, ensuring maintenance of content is kept up to date along with focusing on a proactive engagement plan.

To support the Marketing and PR Manager as required.

## 2. Key Accountabilities and Role Outputs

To support the Marketing requirements for the business by actioning and supporting the management team, through creation, development and monitoring of an effective plan which achieves key airport objectives as far as is applicable to this role. These will include, but not be limited to activities in relation to:

- Running marketing campaigns
- Social and e-communications content control and distribution
- Customer relationship engagement
- Cost efficiencies and budget control
- Corporate Social Responsibility

A significant initial focus will be on finalising the content for delivery of the updated Cardiff airport Website for launch in 2022. Whilst at the same time maintaining content on the current and then subsequent airport websites to ensure they are accurate and up to date.

Making use of the respective software programmes the airport has subscribed to use, in order to create and coordinate written, audio and visual content for a variety of relevant platforms with a pro-active focus around scheduled planning for the activities.

Manage the content and production of marketing communications for internal and external distribution. Measuring and evaluating the success to enable future planning decisions and considerations.

Coordinate the use of the airport CRM system and marketing data base, ensuring ongoing quality and quantity of data is upheld. With a focus on segment of the respective stakeholder databases to ensure we can cater for more appropriately targeted communications.

Ensuring purchase orders are raised and approved along with updating the budget records ahead of work commencing.

Co-ordinate all filming and photography on site at the airport, influencing commercial opportunities to generate income through relevant activities.

Making use of the airport's marketing 'toolbox' to help ensure cost effective communication of all opportunities with airline and commercial partners.

Co-ordinate the relevant events and general airport promotional activities as and when required.

Comply with the Company procedures and providing support in the event of major events and emergency responses ensuring availability to assist the relevant Silver Commander in the event of an incident or operations director for major events.

This job description is intended to reflect the post holder's duties that would normally be expected to be undertaken. Owing to the nature of the post, the above duties are not exhaustive and the Company may require you from time to time to undertake additional duties within your capabilities.

### 3. Health and Safety

It is our intention to demonstrate an ongoing commitment to improving health and safety at work throughout the airport. We will comply with all requirements of health and safety legislation.

In order to do this, all staff must have a good awareness and understanding of health and safety hazards and risks that may affect themselves, passengers or other people on-site and must comply at all times with excellence in conduct, behaviour and attitude.

Senior management will ensure that:

- adequate resources are provided for health and safety.
- health and safety is adequately assessed, controlled and monitored.
- our people are actively involved in all aspects of creating and maintaining a healthy and safe working environment.
- it shall be the duty of every employer to ensure, as far as is reasonably practicable, the health, safety and welfare at work of all employees.

## 4. Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>Educated to degree level and/or hold CIM Marketing Diploma</li> </ul>	<ul style="list-style-type: none"> <li>Business/Marketing based degree</li> </ul>
Experience	<ul style="list-style-type: none"> <li>At least 2 years marketing and communications experience either in agency or in house role</li> </ul>	<ul style="list-style-type: none"> <li>Experience within travel/ tourism or airline industry</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>Excellent knowledge of Wales; Media, political and business landscape</li> <li>Excellent knowledge of digital marketing channels including social media, email marketing and website management.</li> </ul>	
Skills	<ul style="list-style-type: none"> <li>Excellent communication skills – verbal and written</li> <li>Excellent relationship management skills</li> <li>Ability to influence and manage</li> <li>Ability to understand and act consistently with the aims and objectives of the Airport</li> <li>Able to work with the minimum of supervision and ability to prioritise</li> <li>Determined to deliver an excellent service</li> <li>Computer literate – Microsoft Office applications</li> </ul>	<ul style="list-style-type: none"> <li>Welsh speaker</li> <li>Ability to speak languages: German, French, Spanish, Italian, Arabic or Mandarin</li> <li>Photography, filming and editing</li> </ul>
General	<ul style="list-style-type: none"> <li>Energetic, committed team player who can work well within a team</li> <li>Strong attention to detail</li> <li>Communicate confidently</li> <li>Ability work under pressure to achieve outcomes</li> <li>Determined to succeed and passionate about your work</li> </ul>	

	<ul style="list-style-type: none"><li>• Lateral, creative thinker</li><li>• Flexibility to work out of hours</li><li>• Engaging personality</li></ul>	
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Employee Signature:..... Date:.....

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