

# *airnorth*



## **EXPRESSIONS OF INTEREST**

### **Marketing Coordinator**

Assisting the Marketing Department in maintaining and increasing the customer base of Airnorth and promoting the destinations that Airnorth operate to and from to increase revenue. As a Marketing Coordinator, you will be required to manage key market relationships, create deliver marketing and communications campaigns collaboratively with the marketing team, and use your persuasive communication skills to help the business grow our promotional, tourism and media supplier base.

#### **Principle Accountabilities:**

- Create content for social media and inflight magazine purposes;
- Ongoing maintenance of the customer/subscription database;
- Compose/design/distribute regular internal and external communications including; newsletters, eDMs and subscriber campaigns;
- Assist in coordinating functions, events and public relations activities;
- Coordinate Airnorth sponsorship applications including participation in review meetings, reporting and tracking;
- Assist in the negotiation and purchase of approved media activation throughout the Airnorth network;
- Administration and reporting of media advertising placement including digital/online advertising;
- Coordinate the accounts/finance paperwork requirements for the Marketing Unit;
- Monitor and update the Airnorth website and the internal commercial Intranet site as required; and
- Assist in the management of all communications of the Marketing email inbox.

#### **The successful candidate will possess the following:**

- At least 2 years' experience in a marketing, communications, journalism, PR or account management role;
- Demonstrated high level communication skills, both written and verbal;
- Excellent relationship, communication and time management skills;
- Proven and effective organisation and decision making skills;
- Ability to prioritise and multitask in a dynamic environment;
- Advanced user of the Microsoft Office Suite – Word/Excel/PowerPoint;
- Must have a good understanding of the digital landscape and social media;
- Must have a solid understanding of marketing strategy and the strategic process;
- Eager to professionally develop and add new skills as required;
- Experience with graphics software applications – for example PowerPoint; Adobe Illustrator; Photoshop and InDesign(Desired but not essential); and
- Global Distribution System (GDS) experience in Amadeus, or willingness to undertake training (Desired but not essential).

To apply, please email your confidential CV to [humanresources@airnorth.com.au](mailto:humanresources@airnorth.com.au)

**Applications close 5pm, 19<sup>th</sup> October 2018**

At Bristow, Safety is a Core Value



**Zero accidents. Zero harm to people. Zero harm to the environment**