

## Job Description Head of Industry Relations and Marketing

<b>Organisation</b>	Challenge Air Cargo
<b>Reports to</b>	Group CCO
<b>Location</b>	Malta
<b>Position Code</b>	CAC79
<b>Job Purpose</b>	To nurture a strong industry network, increase awareness and develop an enviable corporate image by developing and executing effective communication and media relations programs.
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• To plan, develop and execute regular direct marketing campaigns to further promote the Group's businesses and achieve agreed targets</li> <li>• To evaluate, design, and implement regular and appropriate public relations initiatives in order to promote the Group's brand, image and social responsibility to the industry and public at large</li> <li>• Brand management and development: manage and further develop the Challenge Group brand through communicating a consistent message, internally and externally</li> <li>• Sustainability Awareness: to develop and implement environmental and community awareness in order to position the Group as a socially responsible corporate</li> <li>• Advertising Program: plan, develop and launch advertising campaigns to generate awareness and build up favourable image towards the Challenge Group brand</li> <li>• Customer Relationship Management Events: plan and organise customer relation events to create sales networking opportunities with customers</li> <li>• Advertising Guidelines: develop the Group Branding and Advertising guidelines, implement and monitor</li> <li>• Corporate gifts: source and manage corporate gifts for specific events, festivities and occasions</li> <li>• Create content for press releases, byline articles and keynote presentations</li> <li>• Review and approve press releases prior to management approval</li> <li>• Manage media inquiries and interview requests</li> <li>• Monitor, analyse and communicate PR results on a quarterly basis</li> <li>• Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.</li> <li>• Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them</li> </ul>
<b>Job Requirements</b>	
<b>Education</b>	<ul style="list-style-type: none"> <li>• Degree in marketing and communications would be an asset.</li> </ul>

<p><b>Experience, Skills, and Personal Attributes</b></p>	<ul style="list-style-type: none"> <li>• 6+ years of professional marketing experience, communications, and sales.</li> <li>• Experience building, executing, and scaling cross-functional marketing programs</li> <li>• Experience using data and metrics to measure impact and determine improvements</li> <li>• Experience presenting metrics and progress to goal to senior leadership</li> <li>• Knowledge of key issues that the aviation industry is facing including competition, and safety.</li> <li>• Experience working cross-functionally and leading multifaceted teams, ensuring they are clear on the expectation of their role / specific task.</li> <li>• Proficient attention to detail.</li> <li>• Ability to use your initiative.</li> </ul>
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