

## Position Description

Vacancy Title: **Manager Marketing & Brand**

Location: **Nadi**

Reports To: **None**

### Objective

The Manager, Marketing and Brand, is responsible for building FA's brand equity and driving consumer engagement by developing and consistently communicating its value proposition across all marketing channels to resonate with the target audience. Ultimately, this role contributes to revenue growth, improved customer experience, and a stronger competitive position for the airport in regional and international markets. This role reports to the GM Commercial.

### Outcomes

#### Organisational Stakeholders

##### 1. Marketing Campaigns Developed & Delivered

- Marketing campaigns to promote airport services, retail and commercial offerings developed and implemented.
- Consistency in brand messaging across all channels ensured.
- Collaborative alignment with internal and external stakeholders facilitated to meet overall business objectives.
- Passenger engagement driven through creative, targeted initiatives.

##### 2. Effective Brand Management

- FA's Brand Audit conducted, and recommendations implemented
- FA's Brand manual and collateral reviewed
- FA's brand and reputation are protected and enhanced through strategic messaging and consistent communication across all levels.
- FA's strategic online presence and public perception are monitored by managing feedback proactively.

##### 3. Sales & Revenue Management Executed

- Sales targets for marketing and commercial teams set and translated into actionable plans.
- Team performance monitored; roadblocks identified and strategies recalibrated in real time.
- Sales team motivated, coached and supported to achieve individual and collective quotas.
- Promotional partnerships with retail and commercial divisions formed to unlock new revenue streams.

##### 4. Team Leadership & Development Provided

- High-calibre marketing professionals recruited, hired and onboarded.
- Ongoing training, mentorship and performance-review processes designed and delivered.
- Culture of collaboration, knowledge sharing and continuous improvement fostered.
- Coaching and career-development support provided to help each team member reach their full potential.

##### 5. Sales Process & Competitive Strategy Implemented

- Clear, end-to-end sales processes established and continuously refined.
- Customer needs analysed and targeted sales approaches crafted to win new business.
- Regular competitor analyses conducted to inform positioning and pricing strategies.
- Process optimisations executed for greater efficiency, effectiveness and scalability.

##### 6. Customer Relationship & Retention Ensured

- Collaborative frameworks with customer-success functions established to secure satisfaction and loyalty.
- Strong relationships with key clients and stakeholder groups built and nurtured.
- New business opportunities identified to expand the airport's commercial footprint.
- Customer concerns addressed promptly to preserve a positive brand experience.

##### 7. Performance Reporting & Insights Delivered

- Central dashboard for tracking and analysing marketing, brand and sales metrics established.
- Regular performance reports generated to highlight trends, successes and areas for improvement.
- Insights and recommendations presented to senior leadership to inform strategic decision-making.
- Plans and tactics adjusted based on performance data and shifting market conditions

##### 8. Customer-facing Content Creation and Oversight

- The creation of high-quality Marketing content for various platforms (websites, social media, newsletters) is supervised.
- Content is aligned with FA's brand equity and value proposition.
- Relevant content that supports FA's goals is produced in collaboration with all departments.

#### 9. Teamwork and cooperation

- Professional conduct is consistently maintained with all stakeholders, fostering positive internal and external relationships.
- Collaboration with other departments is proactive, supporting cross-functional coordination.
- All assigned duties are carried out diligently and professionally, contributing to the success of the organisation.

#### 10. Fiji Airport's image and value standards demonstrated and promoted

- FA's image and values upheld and demonstrated.
- Team members monitored and encouraged to uphold FA's image and values standards

## Responsibilities - Key Competencies

### Competence

### Description

#### Business

|                        |  |
|------------------------|--|
| Strategic Development  | Establish the strategic direction and steer the organisation towards its goals                             |
| Business Performance   | Manage the performance of the organisation.  |
| Planning               | Deliver results by developing, reviewing or following a work plan, action plan or operational plan.        |
| Resource Management    | Deliver results through the efficient and effective allocation and use of supplies , equipment and people. |
| Systems and Procedures | Develop and/or apply procedures to assist the organisation achieve its goals.                              |
| Information Analysis   | Make informed decisions by collecting and interpreting data and information                                |
| Documentation          | Communicate using formal business writing.   |
| Communication          | Exchange information through verbal communication  |

#### Customer

|                               |  |
|-------------------------------|--|
| Customer Commitment           | Demonstrate a commitment to customer service - both internal and external customers.         |
| Promotion                     | Promote the value of the products/services offered by the organisation.                      |
| Commercial Focus              | Optimize the commercial viability of the organisation.                                       |
| Relationship Building         | Build beneficial relationships with suppliers and stakeholders.                              |
| Quality Focus                 | Deliver quality.   |
| Organisational Values         | Display the organisation's image and value standards.  |
| Social and Cultural Awareness | Respond respectfully and effectively to people of different cultural and social backgrounds. |

#### People

|              |   |
|--------------|---|
| Leadership   | Utilise a leadership position to influence people and events and to increase performance.           |
| Facilitation | Assist the progress of work ensuring its timely and effective completion.                           |
| Innovation   | Use original and creative thinking to make improvements and/or develop and initiate new approaches. |
| Learning     | Develop the competencies of self and others to enhance performance.                                 |

#### Professional

|                        |   |
|------------------------|---|
| Technical Strength     | Demonstrate knowledge of a specialist discipline. |
| Research               | Apply formal research methodologies.              |
| Technology Application | Apply technology.                                 |

## Qualifications

### Qualification

### Discipline

### Notes

#### Preferred

|        |                                     |                   |
|--------|-------------------------------------|-------------------|
| Degree | Commerce, Communications, Marketing | or related field. |
|--------|-------------------------------------|-------------------|

## Work Knowledge and Experience

Minimum of 10 years of experience in sales, marketing, branding, or a related role.

Digital Marketing Experience: Proficiency with social media marketing, content creation, SEO, marketing analytics tools, and other digital marketing strategies.

Experience with Brand Management: Demonstrated ability to develop and maintain brand guidelines, ensuring consistency across all marketing materials

Excellent communications skills, both verbal and written.

Requirements

Language Proficiency

Excellent command of English

Other Required Requirements

No other required items found.

Interactions

| Type     | Interaction          | Comments |
|----------|----------------------|----------|
| Internal |                      |          |
|          | All employees        |          |
|          | Management Team      |          |
|          | Projects Team        |          |
| External |                      |          |
|          | Airport Stakeholders |          |
|          | Customers            |          |
|          | Suppliers            |          |

Attributes

No attributes found.

How To Apply

Submit a current CV and Cover Letter addressing the critical competencies of the role. Include 3 references. Apply via <https://jobs.hrmonise.com> (no emailed applications accepted).

Contact for Enquiries

Contact Name: Leonarda Patterson

Contact Email: [jobs@maxumise.com](mailto:jobs@maxumise.com)

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Closing Date: 11 May 2025