



ADVERTISEMENT

We are in search of talented individuals interested in a commitment to progress as we seek to realize our strategic goals as the Caribbean's Leading Airport.

MBJ Airports Limited invites applications for the following position:

Advertising/Marketing Coordinator

Under the supervision of the Manager, Commercial Business Development & Marketing, the dynamic and target driven Advertising/Marketing Coordinator will serve as the primary person responsible for sales of the Advertising program at MBJ Airports Limited as a marketing medium to brands, advertising agencies and local and international businesses. The incumbent will target key companies and categories to achieve sales and revenue goals and objectives, identify marketplace opportunities, prospects and engage new clients, while managing the sales cycle for all new and existing accounts from prospecting, closing, installation and auditing of the program.

Additionally, this position will assist with marketing functions in support of the airport's strategic plan to include the development of annual marketing campaigns, concepts and designs for print and electronic communications and advertising materials geared at building brand awareness; and promotion of the commercial/retail program to increase sales.

Qualifications and Experience:

- Bachelor's Degree in Marketing, Communication, Business Administration or equivalent from a recognized tertiary institution
- A minimum of three (3) years' full-service professional marketing and sales experience
- Experience in experiential and or media sales (OOH, digital, TV, etc.)
- Industry/sales relationships an asset

Specific Knowledge and Skills Required:

- Exceptional knowledge of sales and marketing strategies applicable to Out-of-Home Advertising (OOH)
- Working knowledge of traditional and digital marketing tools
- Sound knowledge of Customer Relationship Management and Content Management System Software
- Experience with SEO/SEM campaigns, multiple research methods and use of data analytics software
- Advanced skills using Web 2.0 Tools, Power Point, Excel, Office 365/Skype; Word Photoshop, Illustrator and InDesign
- Strong creativity and marketing skills with a demonstrated background in content management and advertising conceptualizing.

The ideal candidate should demonstrate a proactive and entrepreneurial attitude, and possess strong communication and negotiation skills with proven ability to use good judgement and effective decision making.

Interested individuals should submit their applications no later than **March 31, 2023 to:**

**Human Resource Manager
MBJ Airports Limited
Sangster International Airport
Montego Bay, St James
Email: vacancies@mbjairport.com**