



EMPLOYMENT OPPORTUNITY

MBJ Airports Limited (MBJ) invites applications for the following position:

Advertising Sales Coordinator

We are in search of a dynamic and customer-centric individual with a passion for sales and in-depth understanding of the advertising industry to join the Commercial Department at MBJ Airports Limited.

The target driven Advertising Sales Coordinator's primary responsibility will be to further develop the Advertising Program at MBJ and sell Advertising spaces. The incumbent will target key companies and categories to drive advertising sales revenue goals by identifying new opportunities and developing new business while maintaining existing customers and managing key accounts.

The Advertising Sales Coordinator will develop innovative, compelling & convincing sales proposals and deliver presentations. This individual will develop strong knowledge of our airport in order to attract new business and keep up-to-date with the latest digital marketing trends, tools, and best practices, and proactively apply new knowledge to drive innovation and results.

Qualifications and Experience:

- Bachelor's Degree in Marketing, Communication, Business Administration or equivalent from a recognized tertiary institution
- Minimum of three (3) years proven track record in developing and executing successful campaigns and programs that drives lead generation and sales
- In-depth understanding of the advertising industry with 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 (OOH) Advertising
- Working knowledge of traditional and digital marketing tools
- Sound knowledge of Customer Relationship Management and Content Management System
- Experience with SEO/SEM campaigns and use of data analytics software
- Advanced skills using Graphic Design software, Web 2.0 Tools, Power Point, Excel, Microsoft
- Strong creativity and marketing skills with a demonstrated background in content management, advertising conceptualizing.

The ideal candidate should be energetic with a positive attitude and sound work ethics, demonstrate a proactive and entrepreneurial attitude, strong communication and negotiation skills, strong ability to initiate, establish and build meaningful business relationships to include making cold calls.

Interested individuals should submit their applications no later than **November 17, 2023** to:

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