

Regional Marketing Manager Airport IT Job Posting

Amadeus Airport IT Americas, Inc. is an air transport information technology solutions firm based in Orlando, Florida. Our comprehensive portfolio of solutions enable airports and airlines to better utilize and manage resources, enhance the passenger experience, reduce costs, and optimize revenue generation.

Our operational, passenger processing, intelligent display, and revenue management platforms deliver enterprise-class business intelligence solutions and are the most innovative in the air transport marketplace.

Amadeus Airport IT Americas, Inc. solutions are operational in 30 of the top 50 airports in North America, and as a testament to their scalability, these solutions are at home in another 100 airports and at 60 airlines worldwide.

We are currently seeking a self-motivated and experienced individual to fill a full time role as a **Regional Marketing Manager Airport IT** at our **Orlando, FL** location.

Summary: Responsible for budgeting, planning, development and implementation of Airport IT strategies in terms of marketing, communications and public relations activities, both within the Organization and externally in the Americas. Coordinates at the strategic and tactical levels with the other functions of the Airport IT business unit and other internal and external stakeholders within the Americas.

Essential Duties and Responsibilities: This includes and is not limited to:

- STRATEGY, PLANNING AND BUDGETING
 - Build and execute the marketing strategy within the targeted customer segments in North America and Latin America in cooperation with Global Head of Marketing and Regional Heads of Sales
 - Develop, implement and measure results of annual marketing plan for each customer segment in North America and Latin America
 - Responsible of the yearly marketing budget as well as marketing expenditure in the region
- ORGANIZATION OF INDUSTRY AND AMADEUS-HOSTED EVENTS
 - Planning and delivery of customer events
 - Organization of industry events that include marketing activity, meaning events that include speaking opportunities, sponsorships, participation in panels, organization of workshops, press activity)
- BRANDING AND POSITIONING
 - Define positioning for Amadeus in the North America and Latin America region
 - Put in place the right channels to collect market feedback internally or externally
 - Adapt Airport IT value proposition relevant to each market segment and according to desired positioning
 - Drive branding/awareness/promotional campaign
 - Handle sponsorships in relevant publications
- COMMUNICATION
 - Contribution to content in all communication channels of the Business Unit
 - Contribution to media activity and press events
 - Pursue opportunities of publishing interviews in specialized press media
 - Pursue opportunities of joint communication activities with customers

- Maximize usage of internal channels to raise awareness of Airport IT internally
- Liaison with Brand and Americas Airline units as well as other heads of marketing and communications in North America and Latin America as well as with Group Comms to ensure alignment of news, events and messages communicated in the Americas
- SUPPORT TO SALES ACTIVITIES
 - Produce all materials necessary to the team and the various customer groups to present the benefits of Airport IT solutions: customer-facing presentations, printed/online collateral, etc. Messaging, KSPs, etc. fully aligned with the overall Airport IT value proposition
 - Secure consistency across the marketing messages and regularly “challenge” the existent marketing materials to ensure freshness of the information
 - Contribute to the repository of materials for the usage of the sales team to download information and sales materials.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Required Education and/or Experience:

- Bachelor's Degree related to the requirements of the position: marketing, communications, & hospitality. Master degree in Marketing preferred
- Experience in event management, vendor management, internal or external communications, & marketing
- Must be fluent in English and Spanish (speaking, reading, writing)

Travel Requirements:

25% travel required

Please send resumes to HR@airit.com

Local Candidates Preferred