

TBI US Operations, Inc.

Job Description

Social Media and Marketing Coordinator

Reporting to: Director of Marketing

Location: Orlando Sanford International Airport
Sanford, FL

General Responsibilities:

The Social Media and Marketing Coordinator is responsible for developing active social/news media presence for the Airport and participates in community outreach and Airport events.

Major Responsibilities and Functions:

- Creates inviting copy and content to post on various social media accounts.
- Creates and oversees new airline service events and marketing efforts.
- Supports the Air Service Development with the overall campaign when launching, promoting or marketing domestic, charter-international/domestic and scheduled international service.
- Implements local, regional, national and international campaigns using consumer and trade print, radio, television, direct mail, digital, social media, transit and outdoor media.
- Plans tactical marketing/advertising strategies.
- Represents the airport at both industry and community events.
- Contracts management related to marketing and advertising for the airport.
- Identifies community involvement opportunities that align with airport goals and coordinates participation.
- Coordinates all partnership activities with the SAA including air service launches, trade shows and special events.
- Performs other duties as assigned.

Health and Safety Responsibilities:

- Takes all reasonable and necessary precautions to ensure personal health and safety, as well as that of co-workers and any other person(s)
- Reports immediately to management, all unsafe and unhealthy conditions
- Reports immediately to management, all occurrences that cause injury or damage to any person or property
- Complies with TBI's Environmental Safety and Health program and procedures

Qualifications:

- Must possess a Bachelor's degree in Marketing, Business or Communications.
- A minimum of one (1) year of experience in social media development or equivalent education/experience.
- Excellent communication skills, both verbal and written, including computer literacy,

- particularly with MS Word, Excel and Outlook.
- Aviation coursework/experience is a plus.
 - Demonstrated experience in writing for publication.
 - Ability to establish and maintain good working relationships with TBI employees, airline employees, vendors and subcontractors.
 - A positive attitude with the ability to interact with all levels of staff and management.

Working Conditions:

Physical Effort:

While performing the duties of the position, the employee is regularly required to sit, stand and walk for extended periods of time throughout the course of daily activities. The employee is occasionally required to climb, lift, balance, stoop, kneel, crouch or crawl. The employee is required to work on a computer, in addition to doing paper work.

Mental Effort:

Position involves encounters with passengers, airline employees, vendors, subcontractors and members of the public, and requires a sense of responsibility to provide a high level of customer service and accurate information. Stress associated with responding to/solving problems with the travelling public. The position requires the exercise of discretion and independent judgment, as well as a creative approach to formulating responses and making recommendations regarding changes in company policy and/or procedures, as required. Operations are dynamic and situations may require immediate attention. This position has high exposure to the public and requires a professional approach and demeanour under all conditions. It also requires a genuine willingness to assist persons with a wide range of requests and needs, including individuals with disabilities.

Normal Working Hours:

The normal working hours for this position will be Monday through Friday from 8:00am to 5:00pm. Occasional night and weekend work will be required for Company representation at meetings, special events, etc.