



<b>Job Title:</b>	<b>Marketing Executive</b>
<b>Department/Group:</b>	Sales & Marketing
<b>Reports To:</b>	Head of Sales
<b>Job Description</b>	
<p>Are you interested in a dynamic career with a well-established Irish aviation company that boasts a global footprint?</p> <p>Airtel provides Air Traffic Management telecommunication software and test equipment to make aviation safer, greener, and more efficient.</p> <p>Airtel is a key player in Data Link Technology and has a wide portfolio of industry leading clients. Our team have been a part of innovating the latest and future Data Link technologies for over 24 years.</p> <p>At Airtel, it is more than just a job, it is an opportunity to grow a meaningful career while working alongside some of the leading companies and experts in the field.</p> <p><b>Summary of role</b></p> <p>As marketing executive, you are part of the Sales &amp; Marketing team and will report into the Head of Sales. The Marketing Executive will have varied duties which will mainly be office based but some international travel will be required occasionally for exhibitions and conferences.</p> <p><b>Responsibilities</b></p> <ul style="list-style-type: none"><li>• Collaborate with sales and marketing team members to prepare and deliver marketing plans in line with Airtel’s key objectives</li><li>• Assist with the development and execution of the website content marketing strategy</li><li>• Management of the Airtel ATN website and coordinate with developers</li><li>• Generating and executing marketing campaigns across Airtel’s social media platforms such as Twitter &amp; LinkedIn</li><li>• Generation and presentation digital marketing reports using the relevant analytical tools</li><li>• Work with the Airtel team to produce marketing collateral, including brochures, info sheets, case studies, white papers and videos.</li><li>• Researching conferences/exhibitions for Airtel to attend</li><li>• Event planning, attending conferences, meetings, and industry events</li><li>• Assisting the sales team at trade shows and industry events</li><li>• Conduct research of competitive and market to assess new growth opportunities.</li><li>• Planning and overseeing of new marketing initiatives</li><li>• Management and further development of the Airtel GDPR compliant mailing list</li><li>• Marketing point of contact for the companies’ research and development programmes including SESAR JU.</li></ul>	

**Quality**

- Working with the Quality Manager to ensure that the templates being used within the sales department are in line with 'quality' standards and are being used in a consistent manner.
- Acting as a champion for quality within the sales department and to support the Quality Manager in reporting of customer issues and / or deviations from procedure.

**Personal Development**

- Take ownership of personal development
- Identify areas for additional Coaching and Training
- Seeks expert advice from inside and outside the company as and when necessary to compliment own expertise
- Keep up to date with new marketing methodologies

**Skills and Qualifications Requirements**

- 1+ years' experience in a Marketing position
- Bachelor's degree in Business or Marketing discipline
- Should be familiar with latest online marketing media
- Strong IT Skills essential
- Experience with website CMS such as WordPress or the equivalent an advantage
- Familiar with Search Engine Optimization (SEO), Search Engine Advertising (SEA), and Social Media Marketing
- Excellent Organisational skills
- Strong Market research interest and a curiosity about the air traffic management industry
- Have a creative flair
- Personable with good communication skills essential
- Appointment of this role is subject to the candidate's eligibility to work in Ireland

**Note: This job description is not intended to be all-inclusive. Employee may perform other related duties as required to meet the ongoing needs of Airtel.**

Last Updated  
By:

Natalie Kearns

Date:

03<sup>rd</sup> November 2022