

Role: Marketing Manager

Reports to: Vice President, Sales and Marketing

Mandate: Drive, develop and execute our marketing strategy.

Location: Calgary, Alberta

In brief: As a member of the Marketing team, you will contribute to the overall sales and marketing success of AirSprint. If you have a passion for building brands, getting things done, and an eye for the details; we want you on our team.

Roles and Responsibilities include but are not limited to:

- Help manage marketing, advertising and promotional activities
- Help develop and implement marketing plans and projects for new and existing products/markets
- Expand and develop marketing platforms
- Develop and execute on the Pardot platform
- Manage the productivity of the marketing plans and projects
- Manage AirSprint.com, SEO and Google AdWords
- Monitor, review and report on all marketing activity and results
- Deliver marketing activity within the agreed budget
- Report on return on investment and key performance metrics via Salesforce
- Create/maintain marketing presentations, brochures and collateral
- Collaborate with the sales function
- Monitor industry best practices
- Understanding AirSprint's product offerings, value proposition, and client contracts
- Abiding by company manuals, policies, and procedures
- Representing AirSprint's Corporate Values and best interests at all times

All other reasonable duties and tasks as may be requested from time to time to support the goals and objectives of AirSprint.

Key attributes of the successful candidate:

- Self-motivated
- Driven
- A doer
- Excellent written and verbal communication skills
- Organized
- Strategic thinker
- A problem solver
- A leader
- Adaptive
- Creative
- A multi-tasker

## **Education and Experience**

- Business or marketing-related degree
- Experience in all aspects of developing and managing marketing strategies
- Technical marketing skills
- Proven experience in customer and market research
- Aviation product and industry knowledge
- Experience with Salesforce, Pardot, Adobe Indesign and Google AdWords

**\*\*Interested applicants should submit a cover letter and resume to [marketing@airsprint.com](mailto:marketing@airsprint.com)**