

JOB DESCRIPTION

JOB TITLE:	Brand and Campaigns Manager
DATE:	January 2025
DEPARTMENT:	Sustainability and Communications
REPORTS TO:	Head of Marketing and Communications
<p>PURPOSE OF THIS POSITION:</p> <p>The Brand and Campaigns Manager will own the Airport's brand identity, setting the tone and direction for how our customers experience Newcastle Airport. With a passion and flair for brand storytelling, the successful candidate will ensure the Airport is correctly positioned through all customer touchpoints and marketing activities.</p> <p>They will support the delivery of Newcastle International Airport's wide ranging Marketing Strategy, working closely with the Head of Marketing and Communications as well as other colleagues, to deliver engaging and high-performing marketing campaigns that promote the Airport brand and increase revenues.</p> <p>The Brand and Campaigns Manager will coordinate marketing and other activities by liaising directly with team managers within the Airport and external stakeholders, audience profiling, conducting market research, collecting and communicating key information as well as delivering and reporting on campaign successes.</p>	
<p>ACCOUNTABILITIES:</p> <ul style="list-style-type: none"> • Devise and own the marketing strategies for several key revenue generating areas of the business including but not limited to; Commercial, Car Parks, Samson, Fire Training Academy and Motor Transport. • Work alongside the Aviation Marketing Manager to deliver Airport branded campaigns at key booking periods throughout the year, raising awareness of the Airport's route network and promote bookings. • Deliver a range of marketing campaign activity throughout the year on behalf of the revenue generating business areas, ensuring budgets are managed, activity is aligned to business goals and objectives with clear aims, objectives and KPI's to increase revenue. • Manage the marketing relationships with stakeholders; meeting on a regular basis to share knowledge, plan and report on campaigns. 	

- Work closely with the Car Parks, Commercial and Aviation Development teams as well as the Airport's email marketing provider to manage and refine an email marketing engagement funnel for passengers flying from, and returning to the Airport.
- Own the Airport's email marketing database, manage GDPR compliance, ensure regular cleansing and report on performance.
- Deliver regular and engaging social media and email marketing content on behalf of the Airport, working with relevant stakeholders to ensure content is correct, report on performance and recommend improvements.
- Manage the growth of the Airport's App by working with relevant stakeholders to create and promote the App's USP's.
- Manage the growth of the Airport's email database, working with internal and external stakeholder to continuously drive new sign ups.
- Form part of the Airport's 24/7 Press Office, fielding and responding to media enquiries and performing out of hours cover on a 1/4 basis.

COMMENTS:

In addition to the above responsibilities and tasks which the job normally entails, you may, from time to time, be required to undertake additional or other duties as necessary to meet the needs of the company's business on either a temporary or permanent basis.

This post requires access through the Critical Part at the Airport and, in line with Department for Transport regulations you will be required to demonstrate during the recruitment process, that you have no relevant criminal record.