

ALASKA SEAPLANES

Job title	Marketing Manager
Reports to	General Manager

Job Summary

Alaska Seaplanes is dedicated to provide the Gold Standard of aviation transportation in Southeast Alaska. We are proud of our brand reputation and are looking for an experienced *Marketing Manager* to develop and manage marketing programs across specific channels, support business objectives, foster customer retention, execute business development, provide sales support, and advance brand awareness.

Essential Duties and Responsibilities

- Build marketing programs to support marketing objectives across the different channels and segments to support our overall strategic marketing plan
- Working with internal team and outside vendors...design, procure, and manage Brand Apparel for sale and marketing value
- Online marketing campaigns – including email newsletters and social media
- Manage updates to company website to increase effectiveness and SEO
- Act as point of contact for donation requests and sponsorship opportunities
- Company liaison for industry trade and marketing groups
- Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics
- Evaluate current marketing programs for Brand identity standards to ensure consistent execution across our organization
- Partner with creative teams, other internal stakeholders and external agencies and vendors
- Other duties as assigned

Qualifications and Experience

- Experience building complex marketing programs and reporting on the results
- Excellent organization and project management skills; strong attention to detail and quality output
- Excellent presentation skills with ability to present both qualitative and quantitative information in a clear, concise manner to all levels of the organization
- Excellent written and verbal communication skills
- Exposure to digital and direct response marketing
- Strong problem-solving ability, including metrics-driven thinking
- Bachelor's degree in marketing, business, or related field

ALASKA SEAPLANES

Working Conditions

Majority of time spent at work will be in an office in Juneau. Working conditions include both inside and outside, occasionally exposed to inclement weather. Occasional travel is expected with this position and may include overnights away from Juneau. This is a full-time salaried position with occasional duties outside normal working hours.

Physical Requirements

Physical demands that are essential to the job include standing, walking, bending, climbing up to aircraft. This position also requires extended periods of sitting, working on computer, travel on Aircraft, and occasional Public Speaking.

Direct Reports

None

I have received the job description for Marketing Manager as set forth by Alaska Seaplanes. I have no physical limitations that would hinder me from performing the essential job duties as described. I understand the essential job functions, duties and responsibilities described that are required of me in this position.

Name _____ Sign _____ Date _____

Can you perform the essential job duties, including physical requirements? Yes or No (circle)