



DIRECTOR, MARKETING AND PROMOTIONS CHICAGO, IL

WHO WE ARE

Vantage Airport Group is a privately owned, industry-leading investor, operator, and developer of airports around the world. Offering more than 20 years of global experience, we have received international recognition in areas such as operations, design, sustainability, and finance while delivering award-winning commercial programs.

Our network encompasses a diverse range of airports, each with vastly different competitive and cultural environments. We have worked with 31 airports; successfully transitioning 20 airports across three continents from public to private operation. In 2016, nearly 31 million passengers travelled through Vantage network airports via 99 airlines. The strength of our teams and our continuous focus on our partnerships with our stakeholders ensures our airports are financially strong, operate safely and efficiently, and are well-connected to the communities and businesses they serve.

Our growing portfolio includes airports in Canada, Europe, the Caribbean and the United States. Our most recent additions include Vantage's role with LaGuardia Gateway Partners (LGP) to lead and oversee the \$4 billion redevelopment of LaGuardia Airport's Central Terminal Building B, the largest transportation public private partnership in the United States, and Chicago's Midway International Airport where Vantage has formed a partnership to redevelop and operate the concession program.

Passionate about People, Performance and Place - our success lies in the strength of our global talent - a team of some of the world's most respected industry professionals.

THE ROLE

Contribute to the Business of Airports, Around the World

Located at Midway Airport in Chicago, this role is responsible for the planning, development and execution of a comprehensive communications strategy and marketing program for Midway Partnership, including working closely with airport stakeholders, brands, partners and the City of Chicago. The position uses multiple media platforms (print, social media, web, email, video, etc.), to drive increased sales and passenger engagement. This role oversees the development and production of web content, print collateral and other development and marketing publications. The Director of Marketing and Promotions is also responsible for the development and implementation of all promotional events, campaigns and related activities. The successful candidate will be comfortable working independently and proactively to provide project management as required.

Key Responsibilities Include:

- Develops and executes marketing programs to maximize sales, brand awareness and strategic business objectives
- Prepares strategic marketing plan and manages overall budget for department
- Assembles and convenes a variety of committees and working groups on myriad projects such as marketing plan development, social media content development, promotional campaigns and more
- Researches current market trends; analyzes research and relevant trends, developing and recommending applications and communicates learning to the wider team

- Develops customer insight using qualitative and quantitative data from various sources (in-store, transactional, airport authority, and external secondary sources)
- Conducts and analyzes promotional post mortems and communicates learning to relevant stakeholders
- Partners with commercial businesses to successfully manage the store opening/ renovation process
- Manages outside agencies, vendors and other suppliers that develop, produce and design creative and other deliverables;
- Develops the annual marketing plan, calendar, and budget as part of the business plan

ABOUT YOU

You have at least eight years' experience in a senior marketing management role with a demonstrated ability to lead the development of or manage events, marketing collateral and front-facing concepts that communicate the organization's brand in a compelling manner. Strong project management experience with all relevant marketing channels and platforms is a requirement. You are also able to shift seamlessly between high level conceptual development and the need to focus your attention on complex details. Your professional experience is supplemented by a marketing degree from an accredited university.

You are a collaborative team player who also enjoys working independently and are comfortable working with a diverse set of stakeholders. Additionally, you have:

- a preference for working with an entrepreneurial, fast-paced team
- demonstrated business acumen coupled with strategic, analytical and creative skills
- an ability to manage multiple projects, while staying on budget and delivering on time without compromising quality
- strong verbal and written communication skills, and,
- a passion for learning

You are an independent self-starter, calm under pressure and you are motivated to apply your practical experience, technical expertise and innovative ideas to the success of our airport.

WHAT WE OFFER

In addition to a competitive compensation and benefits package, career progression, and access to a global team of talented professionals, we are growing and offer boundless opportunities to make your mark. If you share our sense of adventure, come, and join us for the journey.

TO APPLY

Please send a cover letter and résumé, noting how you heard about this opportunity, to careers@vantageairportgroup.com. Candidates must be legally entitled to work in the United States.

For more information about Vantage Airport Group, please visit: www.vantageairportgroup.com