

	<b>Job Description</b>	<b>AA P&amp;C PRO 05a</b>
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<b>Job Title:</b>	Customer Experience and Marketing Manager
<b>Job No:</b>	AA161
<b>Dept/Business Unit:</b>	<b>Customer Experience and Marketing</b>
<b>Accountable to:</b>	Chief Executive Officer
<b>Reporting to:</b>	Chief Executive Officer
<b>Our Vision:</b>	Be the leading provider of aviation and aerospace training, helping to shape the future of the industry.
<b>Our Values:</b>	Work Together, Be Accountable, Act Innovatively, Deliver on Customer Needs

## PURPOSE

As the Customer Experience and Marketing Manager you will lead the company's strategic direction for marketing, communications and customer experience. The role plays a critical role in strengthening Aviation Australia's brand and delivering a customer-centric approach to all marketing, sales and training delivery outcomes.

## DUTIES

- Develop and implement sales, customer experience, communication and marketing strategies across all product lines, ensuring close alignment with Aviation Australia's Strategic Plan.
- Provide high level reporting to the Executive team and the Board on sales, customer service and marketing strategies and activities.
- Provide effective leadership and mentoring to a small but diverse team, with particular emphasis on setting and monitoring key performance indicators including recruitment targets for international students.
- Monitor and evaluate sales, customer experience, communication and marketing activities, providing reporting and recommendations that inform business decisions and ensure continual improvement.
- Manage the Customer Relationship Management (CRM) system ensuring it is fit-for-purpose, supports strategic direction and is used effectively by internal stakeholders.
- Manage and monitor the use of the Aviation Australia brand, ensuring quality, consistency and compliance across the organisation.
- Manage and monitor website content to ensure quality, consistency and focus across all areas.
- Provide oversight of the Customer Experience team to ensure sales opportunities (both international and domestic) are maximised for B2B and B2C customers through a seamless customer journey/experience.

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- Work closely with key divisional SMEs and other stakeholders on B2B opportunities.
- Prepare and coordinate tender/proposal processes for B2B opportunities particularly where it involves multiple products and teams across Aviation Australia.
- Provide oversight of the international sales strategy including effective management of the international agent network.
- Provide oversight of the Aerospace Gateway Schools program ensuring it continues to meet contractual requirements.
- Participate in evaluation, quality assurance and continuous improvement processes.
- Undertake other duties as required by the accountable / reporting manager and senior management.
- Comply with the requirements of Aviation Australia's:
  - Code of Conduct
  - Work Health and Safety legislation
  - Policies and procedures

## **AUTHORITIES**

The Customer Experience and Marketing Manager has the authority to:

- Ensure the quality of, and disseminate on approval, the brand of Aviation Australia in consultation with the CEO.
- Liaise directly with all supervisors, team leaders and business unit managers or their delegates as necessary for the effective functioning of the Customer Experience and Marketing team's strategic initiatives.
- Educate, counsel and/or discipline students in compliance with the organisation's policies and procedures.

## **SELECTION CRITERIA**

### **Qualifications**

#### Essential

- Qualifications in a relevant discipline such as business, marketing, sales or communications.

#### Desirable

- Appropriate industry qualifications relevant to Aviation Australia's core business activities.

### **Experience**

#### Essential

- A minimum of five years' experience in a similar role.
- Experience managing a sales/customer service function.

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- Considerable experience in marketing, event management, communications and sales promotion across a range of products.
- Experience in website management including search engine optimisation, conversion optimisation and user experience.
- Experience developing a wide range of marketing and communications materials for a variety of audiences and media.

#### Desirable

- Experience in the vocational training sector or in a training/learning and development environment.

### **Knowledge and Skills**

#### Essential

- Strong knowledge and detailed understanding of sales/customer service and marketing principles and methodologies.
- Demonstrated ability to exercise effective leadership, including initiating action, giving direction and setting appropriate standards of performance and behaviour.
- Demonstrated ability to add value and innovation to a commercial business.
- Demonstrated ability to undertake qualitative and quantitative research and analyse data for reporting and recommendation purposes.
- Demonstrated experience and/or knowledge of how to effectively work with a diverse workforce, to ensure the workplace is safe from discrimination, bullying, harassment or sexual harassment.
- Superior interpersonal and customer service skills with the ability to display a courteous and professional manner at all times.
- Excellent written and oral communication skills with high level attention to detail and accuracy.
- Ability to interpret and apply legislation, regulations, policies and procedures.
- Demonstrated ability to resolve issues through negotiation and consultation with other team members.
- Well-developed problem-solving skills.
- Demonstrated ability to deal with sensitive issues and maintain confidentiality.
- Strong organisational skills with the capacity to prioritise work, deal with competing demands, manage time effectively and ensure completion of tasks within deadlines.
- Strong computer literacy skills with proficiency in Microsoft Office suite of applications and the ability to become an effective user of new computer systems.

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Desirable

- Sound knowledge and/or understanding of commercial aviation.

**Personal Qualities**

Essential

- A passion and commitment to delivering an exceptional customer experience.
- Courage to challenge current ideas and methods.
- Enthusiastic, energetic and motivated approach to work.
- Actively contribute to ensuring the workplace is a safe environment for everyone by challenging actions or behaviours that could be improved upon or that are inappropriate.
- Ability to build rapport and credibility with stakeholders and develop strong working relationships.
- Ability to work both independently and within a flexible team environment.
- Ability to foster a customer focused working environment and build and maintain rapport with staff and students.
- Ability to interact with internal and external customers from diverse cultural backgrounds, displaying awareness of cross-cultural communication issues.
- Willingness and ability to demonstrate initiative and accept responsibility.

**JOB DESCRIPTION AGREED**

Employee Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_