

Job Title:	Customer Experience and Marketing Manager
Job No:	AA161
Dept/Business Unit:	Customer Experience and Marketing
Accountable to:	Chief Executive Officer
Reporting to:	Chief Executive Officer
Our Vision:	Be the leading provider of aviation and aerospace training, helping to shape the future of the industry.
Our Values:	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 oversight of the stakeholder management strategy across all business units.
- 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.
- 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.
- 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.

Desirable

- Sound knowledge and/or understanding of commercial aviation.

Personal QualitiesEssential

- 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.