

Queensland Airports Limited Role Description



Our Vision defines our purpose. Our five pillars guide our strategic direction. Within each pillar are strategies to deliver our goals and realise our vision. These strategies drive our existing business and underpin any acquisitions. Our Values influence the right behaviours when making decisions to achieve our Vision

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| Position Title: | General Manager Marketing |
| Location: | Gold Coast |
| Department: | BDM |
| Reports to: | Executive General Manager Business Development and Marketing |
| Reporting to this position: | Marketing Manager Marketing Executive (x2) Marketing Coordinator |

Position Purpose

Reporting to the Executive General Manager Business Development and Marketing, the General Manager Marketing is responsible for the management and implementation of QAL's brand and marketing strategies to increase the awareness and demand for flights to and from QAL airports and drive non-aeronautical revenue. This role is tasked with building and maintaining relationships with key stakeholders, from airlines to tourism partners and government representatives, marketing and media agencies, travel agencies and other key stakeholders.

Job Role Requirements

Objective 1: Leadership

- Work with the Executive General Manager Business Development and Marketing to develop and drive the strategic direction for the Business Development and Marketing team within overall QAL Group strategic objectives and milestones
- Provide leadership and support to the team members to ensure a highly engaged and motivated team, empowered to deliver to team and QAL objectives
- Significantly contribute to the review and implementation of business strategies and plans as part of the QAL General Manager peer group
- Ensure all team members are adequately trained and adhere to compliance requirements

Objective 2: Marketing

- Act as the owner of all brand collateral for QAL, on behalf of the Executive General Manager Business Development and Marketing, Airport Chief Operating Officers and the wider Executive team
- Develop data driven insights to prepare comprehensive airline marketing plans, focused on awareness, consideration and conversion of passengers into QAL's airports
- Monitor and evaluate market trends and deliver timely, accurate and relevant information regarding such trends to the Executive General Manager Business Development and Marketing and other stakeholders as required
- Provide critical input into budget assumptions and financial forecasts. This includes campaign performance and industry/global news and trends
- Proactively seek opportunities for new and additional brand and/or marketing approaches, using initiative and working with a high degree of autonomy within agreed boundaries
- Support, develop and implement strategies to maintain and grow passenger numbers
- Support, develop and implement strategies to maintain and grow non-aeronautical revenue
- Proactively manage airline, tourism industry and government relationships to identify sustainable marketing opportunities and influence toward outcomes that drive shareholder value
- Oversee and guide the marketing department for cooperative, commercial and brand campaigns across all platforms
- Oversee the QAL social media platforms in conjunction with Corporate Relations

Key Stakeholders

Internal: Employees and management at all levels, Board members

External: Business, industry and government stakeholders and the community

Key Capabilities Required to Perform Role

- Tertiary qualifications in Marketing, Communications, Business, Commerce, Tourism, or related discipline
- Experience in airlines, airports or tourism
- Leadership team experience in a commercial business including developing a collaborative and high performing team
- Experience working effectively in multiple cultures, especially in Asia
- Ability to travel frequently, both domestic and international
- An understanding of the tourism industry and its interrelationship with aviation
- Ability to adapt quickly and demonstrating an insight-led approach with an inquisitive mind
- An extensive network in the airline and tourism industries

ACKNOWLEDGMENT

I acknowledge that I have read and understood the key result areas described in this Role Description and agree to carry out my duties and responsibilities to the best of my ability. I also understand that at times I may be required to undertake other duties relevant to the position that are not listed in this statement. I acknowledge my employer's right to alter this Role Description from time to time in accordance with company requirements.

Name

Date

Signature

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| Approved by Line Manager (Signature and Date) | | |
| Reviewed by HR (Signature and Date) | | |
| Version: | | Date: |