

Job Description

Job Title:	Marketing & Communications Officer	Job Category:	Commercial Operations
Department/Group:	Marketing and Communications	Job Code/ Req#:	
Location:	ORIA	Travel Required:	
Level/Salary Range:	Grade 3	Position Type:	Full-Time
Job Holder:			

Job Purpose

To assist with the effective delivery of marketing, communications and business development activities of the Cayman Islands Airports Authority of both Owen Roberts International Airport and Charles Kirkconnell International Airport. To work closely with the Marketing & Communications Manager to promote the airports internally and externally, as well as ensuring all marketing activities are delivered to plan to create opportunities, deliver results and build brand awareness.

Dimensions

The post-holder reports to the Marketing & Communications Manager and forms part of a small team responsible for assisting with creating, implementing and managing the communications, marketing and business development plans of the Cayman Islands Airports Authority.

Role And Responsibilities

- Assist the Marketing & Communications Manager with the effective delivery of marketing and communications activities, advertising, campaigns and events of the Cayman Islands Airports Authority.
- Coordinate the production, purchase and distribution of marketing materials, promotional merchandise, company brochures, banners and signage.
- Create clear, concise and engaging copy for all forms of communications, including press releases, public service announcements, advertisements, editorials, presentations, brochures, annual reports and newsletters.
- Maintain and proactively create, schedule and post content for social media accounts, website, intranet and bulletin boards.
- Participate in campaign planning for various marketing, communications, and staff initiatives.
- Utilise templates to create and design graphics, forms, internal and external communications as requested.

- Coordinate the planning and execution of entertainment activity, including staff events, partner events, careers fairs and airport tours, and attend events and functions as required to oversee its success and take photos for documentation and promotion.
- Assist with invoice payments and maintaining departmental budgets.
- Assist with market research activity and coordinate staff and customer surveys.
- Liaise with stakeholders and gather various data to create analysis and statistics.
- Create and maintain contact lists, databases, spreadsheets, schedules and statistics.
- Communicate regularly (monthly) with stakeholders on data findings, statistics and various reports.
- Maintain, edit and update photo, video and image files.
- Provide communications and public relations support as required to airport operations during exercises and real emergencies.
- Act for Marketing & Communications Manager as required.
- Proactively seek opportunities and make recommendations to promote, improve and develop the Airports of the Cayman Islands.
- Ensure compliance of and adherence to the CIAA brand and corporate brand guidelines across all forms of marketing and communications methods and distribution channels.
- Collaborate professionally and courteously with and provide exceptional service to all levels of the organisation, guests and stakeholders.

Qualifications and Education Requirements

- An Associate's Degree in Marketing, Communications, Public Relations, Journalism or related field.
- At least three years' experience working in a Marketing, Public Relations or Communications role.

Preferred Skills

- Knowledge of the air travel and aviation industry.
- Strong written communication skills with proven copywriting, proof-reading and copy-editing experience.
- Strong verbal communication and interpersonal skills with ability to communicate effectively with all levels of the organisation and a wide range of stakeholders.
- High level of organisation and attention to detail.
- Ability to multi-task and meet deadlines in an often high-paced environment.
- Proficiency in Microsoft Office Suite, including Word, Excel, Outlook and PowerPoint.
- Proficiency with using graphic design apps/software, such as, Canva and Adobe Creative Suite
- Knowledge and experience using social media platforms (including but not limited to: facebook, Instagram, threads, whatsapp, X, Tik Tok and, LinkedIn) and in website content management and intranet management.
- Self-motivated, enthusiastic and ability to maintain a positive, collaborative atmosphere in the team.

Assignment & Planning Of Work

The post-holder will report directly to the Marketing & Communications Manager but with the ability to work independently with minimal supervision as an integral member of the Cayman Islands Airports Authority. The post-holder will identify and allocate himself/herself projects and activities within the scope of responsibilities.

Supervision Of Others

Nil

Other Working Relationships

Internal:

- Business Development Manager
- Senior Management Team (C-Suite)
- All Staff

External:

- Guests
- Stakeholders
- Media
- Airlines, airport partners, tenants and service providers

Safety Responsibilities

The post holder has the following safety responsibilities:

- To comply with the relevant safety requirements and procedures outlined in the pertinent Aerodrome Manual and/or any Appendices thereof, including CIAA Safety Management Manual (SMM) and other duly approved Manuals, Safety Directives, and Safety Advisories;
- To apply system safety measures as required by safety management procedures and instructions;
- To advise the Chief Safety Officer of any safety occurrence or system failure and to identify and report any situation of potential risk or concern affecting system safety;
- Supporting safety audits as and when they occur;
- Supporting safety investigations as and when they occur; and
- Complete an approved ICAO/IATA/ACI SMS Course or attend CIAA SMS Training Course each calendar year.

Safety Training & Education

As per Section 4 .1 of the CIAA SMS Manual (Vol. 2)

Additional Notes

Due to the nature of this job, the post-holder must respond immediately to all Cayman Islands Airports Authority crises that may arise from time to time, ensuring that the public relations and media aspects are handled appropriately.

Working Conditions

Normal office environment. Flexibility and being able to work outside normal working hours may be required from time to time. Some travel may be required.



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Reviewed and Agreed by Employee:		Date (dd/mm/yyyy):	
Approved By Supervisor:		Date (dd/mm/yyyy):	
Reviewed/Updated By HR:		Date (dd/mm/yyyy):	