

Chief Marketing Officer



Reporting to the Chief Commercial Officer, the Chief Marketing Officer is responsible for all facets of marketing, including market research, product development, branding, loyalty management, e-commerce, advertising, promotions, and sponsorships.

The CMO works closely with key functional areas such as customer service, reservations, revenue management, operations, and finance. This position also plays an important role interacting with several external parties, including advertising agencies, market research organizations, travel and non-travel marketing partners, and a variety of other providers.

A high energy self-starter who is a committed business professional with a 'can-do' attitude and proven experience that is capable of delivering effective and timely results. The Chief Marketing Officer should function as the ultimate "customer champion" within the enterprise.

Responsibilities

- Oversee all marketing and communications-related functions for NewLeaf Travel and hold ultimate accountability for the marketing performance of the company
- Hold overall responsibility for the definition, evolution and communication of the powerful NewLeaf brand, ensuring its effectiveness
- Develop, implement and oversee the airline's overall advertising creative, from philosophy through concept to copy, including developing digital marketing strategies through multiple channels to achieve business goals
- Recognize digital trends, see the digital future, and understand consumer behaviour, matching these with brand desires to create beneficial opportunities and solutions
- Oversee the airline's marketing communications program, including the design, production and distribution of relevant marketing collateral, such as product and service brochures, frequent flyer program literature, posters and other materials
- Drive NewLeaf's digital marketing strategy including the effective use of social media more broadly
- Oversee the airline's portfolio of products and services
- Oversee NewLeaf's market research program to ensure that they best understand the marketplace and their specific needs and purchase behaviors
- Create, direct, and implement the company's promotional programs to stimulate awareness and sales in particular market segments
- Review, select and engage with chosen advertising agencies and ensure that NewLeaf's advertised image is consistent
- Develop and implement all current and future customer affinity, loyalty and retention programs and their relationships with relevant marketing partners
- Provide strong leadership and mentoring to a team of highly skilled marketing professionals
- Monitor competitive activity
- Manage NewLeaf's marketing budget

EDUCATION & EXPERIENCE

- An undergraduate degree in business or economics, and ideally an M.B.A.
- A minimum of 10-12 years of significant experience leading the marketing function in a successful organization focused on delivering branded services or products to consumers

SKILLS & ABILITIES

- Experienced in all elements of the marketing mix
- Has ideally worked in a start-up or high-growth environment
- Experienced in social media marketing
- Strong analytical skills
- Creative and innovative; capable of driving the creation of new ideas
- A strong strategic thinker with the ability to grasp and conceive business strategy
- Strong decision-making and critical thinking skills
- A proven leader with very strong verbal and written communication and interpersonal skills
- High energy and enthusiastic
- High tolerance to ambiguity

If you would like more information about this position or NewLeaf, please visit <http://bit.ly/newleaftravel> for an organization profile or contact Lisa Cefali, Vice President Executive Search, Legacy Bowes Group at (204) 934-8833.

If you believe you can make a strong contribution to this organization as **Chief Marketing Officer** please submit your resume in confidence to lisa@legacybowes.com quoting position # **155202**.

