



## **Communications & Brand Specialist**

Bermuda Skyport Corporation Limited ("Skyport"), the operators of the L.F. Wade International Airport and developers of its new, award-winning, and state-of-the-art passenger terminal, is seeking a talented and energetic professional to join our dynamic team as a **Communications and Brand Specialist**.

The successful candidate will be responsible for:

- Maximizing visibility of Skyport and L. F. Wade International Airport with effective brand strategies.
- Developing marketing and communications initiatives to promote Skyport and L. F. Wade International airport activities, products, and services, both internally and externally.
- Building, maintaining, and managing the social media marketing strategy and activities to improve the visibility and awareness of the Skyport brand.
- Managing and administering Skyport's corporate social responsibility plan.
- Liaising with media representatives including newspapers, websites, TV/radio stations, and internet outlets, to promote upcoming airport activities and events and to arrange for media coverage of such events.
- Producing print and electronic media press releases and creating content for social media platforms and video and audio announcements for online, television, and radio to promote airport activities.
- Providing communication support for a comprehensive airport service quality program intended to increase passenger satisfaction.
- Managing the website to ensure all content, airport flight information, and relevant data is accessible online, accurate, and up to date.
- Monitoring aviation and tourism products and services to identify new opportunities for growth and ways to improve traveler expectations.
- Planning, coordinating, and managing events, press conferences, airport tours, media tours, educational airport tours, networking events, and Skyport corporate and social events.

The successful candidate will be expected to have the following knowledge, skills, and abilities:

- A Bachelor's Degree with course work in communications, marketing, public relations, journalism, or a related area is preferred.
- A minimum of three years of relevant experience in a similar role.
- An expansive level of proficiency in the English language necessary for professional and effective written and oral communication
- Must exhibit strong interpersonal skills, including courteousness, respectful demeanor, tact/diplomacy, awareness of others, and commitment to building relationships and working with diverse internal and external groups.
- Problem-solving skills to develop strategies for improving Skyport's brand and community awareness with attention to detail.
- Knowledge, awareness, and understanding of the latest marketing and social media industry trends
- Proficiency in creative, technical, oral, written, and interpersonal communication; public speaking, and on-camera presenting.

Please apply via email by July 4th 2022 with a detailed resume and certifications to:

**Marcia Pringle, Director, HR & Training**

[mpringle@skyport.bm](mailto:mpringle@skyport.bm)

L. F. Wade International Airport

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