

LOGAN MARKETING AND CUSTOMER SERVICE MANAGER

Job Description

The Marketing and Customer Service Manager is responsible for implementing all aspects of the Marketing and Customer Service initiatives for Logan Airport's Concessions Program.

Overall Responsibilities

- Develop and implement marketing communications and customer service programs designed to maximize sales, enhance customer service, and meet the needs of the general public.
- Establish and maintain effective relationships with Massport, airlines and other airport stakeholders.
- Develop an annual marketing and customer service plan and corresponding budget for review by and discussion with Massport.

Specific Responsibilities

- Track sales, percentage rent, and the effectiveness of sales promotions.
- Convene regular tenant meetings and obtain input from individual tenants.
- Provide recommendations to tenants on marketing, customer service, visual merchandising, etc.
- Monitor tenant compliance with marketing lease clauses.
- Implement and manage the Secret Shop Program.
- Develop and implement special events and community relations activities.
- Write and distribute media releases and advisories for special events, exhibits, store openings, etc.
- Develop, implement, and manage media schedule and collateral program.
- Coordinate barricade graphics program and seasonal displays and decorations.
- Monitor visual merchandising and manage visual merchandisers as needed.
- Conduct market research campaigns and communicate results.
- Develop and maintain web page and social media program in coordination with Massport.
- Coordinate integration of concessions data into Massport's Directory Management Studio/
Digital Passenger Information Program.
- Assist with tenant outreach initiatives and job fairs.
- Participate in the Manager-on-duty program.
- Procure and manage marketing-related and customer service related vendor and consulting contracts.
- Manage customer service "hotline" and respond to all customer inquiries in a timely manner.

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Areas of Expertise

- Must be marketing-savvy in all disciplines: Internet, public relations, advertising, special events, promotional materials, social media, web sites, etc.
- Must be detail oriented, have excellent written and verbal skills.
- Excellent organizational and time-management skills, self-starter, and thorough budget manager.

Required Education and Experience

- Relevant degree or diploma from an accredited post-secondary educational institution.
- Five years of retail marketing experience; experience in airports or transportation settings preferred.
- Experience and knowledge with social media and social networking.
- History of involvement in civic or community affairs.
- ICSC designation a plus.