



## **HEAD OF MARKETING. VILNIUS, LITHUANIA**

We are seeking a dynamic and results-driven Head of Marketing to lead our Marketing team. This pivotal role is responsible for developing and executing innovative strategies that enhance our brand presence, drive engagement, and support organizational growth. The ideal candidate will combine creativity with analytical rigor, leading a dynamic team to elevate our brand and engage our target audiences effectively as well as lead and mentor our marketing professionals, fostering an environment that promotes learning, collaboration, and innovation.

### **We promise a highly challenging field and wide scope of responsibilities, which will initially cover:**

- Developing and implementing the company's marketing strategy aligned with business objectives and adjusting it based on feedback and evolving market conditions.
- Leading a team of Marketing specialists, supporting and motivating, providing direction, and supporting their career development.
- Develop and oversee long-term and short-term marketing plans to deliver creative, data-driven campaigns that amplify our brand visibility and helps to achieve strategic goals.
- Overseeing all internal and external communication efforts, including public relations, content creation, and digital marketing.
- Planning and overseeing the marketing budget, ensuring cost-effective and impactful resource allocation.
- Selecting external partners, building and maintaining strong relationships with media outlets, journalists, and influencers, controlling and evaluating service quality.
- Collaborating with key stakeholders and cross-functional teams to support key initiatives, including events, corporate partnerships and other company activities.
- Monitoring and analyzing market trends, competitor activities, and campaign performance to inform strategies.
- Working according to approved company processes.
- Working with company's IT systems to monitor and ensure a smooth Marketing department process.
- Participating in daily meetings based on Lean principles.
- Setting and achieving short-term and long-term goals in accordance with the company's strategic goals.
- Performing other duties and responsibilities assigned by direct manager.

### **We dream about a team member who:**

- Has more than five years of experience in Marketing field and at least three years of managerial experience.
- Has bachelor's degree in Marketing, Communications, Business or a related field.
- Is experienced in managing a high-performing marketing team and creating and implementing marketing strategies that align with organizational objectives.

- Has strong leadership, communication, and problem-solving skills, with a business-oriented mindset.
- Is a strategic thinker who can also manage day-to-day operational tasks effectively.
- Has strong attention to detail and ability to multitask effectively.
- Is proficient in digital marketing tools, platforms, and analytics.
- Has excellent skills in a Microsoft Office 365 environment.
- Is able to work independently and is self-motivated and willing to take ownership.
- Knows how to manage several complex projects at once.
- Has analytical and conceptual thinking skills.
- Has willingness to share skills, knowledge and expertise.
- Uses the English language at an effectively operational and independent level.
- Is flexible with good time management skills.
- Has respectful and positive attitude.
- Wants to learn every day and thinks aviation could be the love of one`s life.

### **What we offer you:**

- A health Insurance package after 3 months working for the Company.
- Contribution to your pension fund for seniority.
- Work from home in compliance with company policy.
- Additional holiday days for seniority after 2 years of work for Company.
- A Wellness Day to take care of yourself and a Birthday Day to celebrate.
- Mental gym to support your emotional wellbeing from Mindletic.
- Sport club and childcare service for your convenience.
- An entertainment flight with a full flight aviation training simulator.
- Contemporary and convenient office space in a new growing AEROCITY area.
- Public transport cover during the workdays or parking space near the office.
- Discounts and special offers from various partners of the group.
- Extensive on boarding plan to ease your integration into company.
- An international and multicultural environment in vibrant industry with plenty of challenges to achieve.
- Personal growth possibilities if you are eager to progress in your career, we have a bunch of examples to share.

Salary: from 5290 € to 5786 € (brutto)

---

**BAA Training** is one of the TOP 3 biggest independent aviation training centres in Europe providing a full scope of aviation training solutions on both – B2B and B2C levels. We are accelerating with the ambitious expansion in Europe and Asia and working with clients from 96 countries. Our mission is to provide aviation community with highly-qualified aviation professionals.