



HEAD OF MARKETING. VILNIUS, LITHUANIA

We are a multicultural international company which is well-known in the global aviation industry and beyond. As the top employer in the sector, we are ready to offer a position to Head of Marketing with B2B experience and a strong drive to thrive in a dynamic, global environment.

As a part of one of the most advanced sales organizations in the B2B segment, you'll play a key role in ensuring brand consistency, growing our audience and implementing new marketing strategies.

If you're a high-energy professional who thrives on challenges, strategic thinking, and persistence, we invite you to join our team.

Responsibilities:

- Lead the digital marketing strategy, including social media, SEO/SEM, email marketing, and digital advertising.
- Strong understanding of sales processes and the ability to align marketing efforts with sales goals.
- Identify opportunities to reach new market segments and expand market share.
- Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material).
- Conduct competitive analysis to identify opportunities for differentiation and growth.
- Analyze consumer behavior and determine customer personas.

Requirements:

- Proven work experience as Head of Marketing in a sales-driven environment.
- Proven track record of developing and executing successful marketing strategies that drive sales growth and brand awareness.
- Strong analytical skills and experience using data to drive decision-making.
- Knowledge of website analytics tools (Google Analytics, Google Search Console, etc.).
- Ability to thrive in a fast-paced, results-driven environment.

What we offer:

- Opportunity to work with innovative IT solutions in the aviation industry.
- Health Insurance package in compliance with our company policy.
- Free office gym.
- Children's room where you can leave your kids to play with supervision.
- Free parking.
- Brand new and pet-friendly office with the real aircraft inside!
- Various discounts and offers from our partners.

Salary comment: The salary for the this position is from 4960 EUR/gross based on your skills and competencies.

Locatory.com is a family member of Avia Solutions Group, leaders in end-to-end capacity solutions for passenger and cargo airlines worldwide. The Group manages over 100 offices and production facilities globally and is significantly backed by the assets of over 7,000 highly skilled aviation professionals, serving more than 2,000 clients throughout Europe, Asia, North America, Australia, and worldwide. Avia Solutions Group holds more than 500 licenses for its evolutionary range of activities across multiple business sectors. Its vast portfolio of services to clients includes ACMI, charter and cargo aviation, aircraft leasing and trading, MRO services, business aviation and VIP airline procurement, charter and cargo aviation, pilot and crew training, recruitment services, together with multiple complementary services spanning a wide range of associated operations.