



## MARKETING TEAM LEAD. 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 **Marketing Team Lead** 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 overall marketing strategy for all Locatory.com business lines and ensure alignment with company objectives, while being responsible not only for strategy but also for the hands-on execution, monitoring, reporting, and continuous optimization of marketing activities.
- Collaborate closely with Sales, Product, IT, and Customer Success teams to ensure marketing initiatives support business development and product growth.
- Conduct ongoing market and competitor research, analyze customer behavior, and define customer personas in order to identify opportunities to reach new market segments, strengthen positioning, and expand market share.
- Define, track, and report on marketing KPIs, including inbound lead generation and campaign performance, social and website growth while managing the performance of the marketing team and ensuring delivery of agreed marketing goals.
- Plan, execute, and optimize digital marketing initiatives including SEO (on-site and off-site), AI visibility research and implementation, inbound lead generation, email marketing, and paid advertising campaigns across platforms such as Google Ads, LinkedIn, YouTube, Facebook, and Instagram.
- Lead PR and communication activities, including outreach to journalists and industry media, building relationships with relevant media channels, and developing brand and media partnerships, as well as managing and growing the affiliate marketing initiative.
- Manage and continuously improve the Locatory.com website, including design updates and edits using WordPress and Figma, ensuring strong user experience, conversion performance, and search visibility, while analyzing performance through tools such as Google Analytics, Google Search Console, Mouseflow, and similar platforms.
- Develop and maintain a strong and consistent brand presence across all marketing channels, including digital platforms, events, campaigns, web pages, videos, and promotional materials.
- Oversee and execute marketing content and creative production, including video shooting and editing, photography and photo editing, and graphic design of marketing visuals, presentations, and

promotional materials; when necessary, organize and manage external production through strong project management.

- Manage advertising services within the Locatory.com marketplace, including promotional opportunities and visibility solutions for clients.
- Support company participation in industry conferences and events, including preparation of marketing materials, promotional items, and client gifts, while ensuring consistent brand presentation.

### **Requirements:**

- Proven work experience in marketing department in a **sales-driven aviation environment**.
- Proven track record of developing and executing marketing strategies that drive sales growth and brand awareness.
- Strong understanding of sales processes and the ability to align marketing initiatives with revenue goals.
- Strong analytical skills and experience using data and marketing performance metrics to drive decision-making.
- Strong knowledge and proven experience of managing social media platforms (LinkedIn, YouTube, Facebook, Instagram).
- Practical experience with website analytics and marketing tools such as Google Analytics, Google Search Console, Mouseflow, and similar platforms.
- Experience working with digital advertising platforms including Google Ads and Bing Ads.
- Strong understanding of SEO (on-site and off-site), tools like SEMRUSH and interest in AI-driven search technologies and emerging marketing trends.
- Experience managing PR activities, media relations, partnerships, and affiliate marketing initiatives.
- Knowledge of the aviation and technology industries and interest in innovation and AI.
- Proficiency with marketing and creative tools including Adobe Creative Suite, Canva, Figma, and video editing tools such as CapCut.
- Ability to thrive in a fast-paced, results-driven environment with strong organizational and project management skills.

### **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 office with the real aircraft inside!
- Various discounts and offers from our partners.

Monthly gross salary starting from EUR 3,500, depending on your experience and competencies. We are open to discussing the final compensation package with the selected candidate. In addition, a monthly performance-based bonus is paid in accordance with the Company's bonus policy.

Salary: from 3500 € to 4500 € (brutto)

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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.