

## **Digital Assets Manager**

### ***Full-Time Salaried Exempt Position***

As a Manager of our Digital Assets, you will be responsible for all our web content, in addition you will be responsible for developing content that includes messaging to customers regarding all interactions with our airline. These communications will occur at all touchpoints – shopping, booking, managing booking, travel and post travel. This will include writing copy for all customer interactions – e.g., booking confirmed, cancellation confirmation, refunds, flight delays and cancellation, check-in, boarding pass delivery, bag related messages.

You will work with Brand and Marketing to ensure that our message and brand is being conveyed through all communication channels.

Enable our social media channels, at a minimum but not limited to Facebook, Instagram, YouTube, LinkedIn. Develop ways to monitor and write company responses.

Work with our external IT team to curate content (images and text) for our website as well as mobile app. Manage the publication of our mobile app on Apple Store and Google Play and monitor usage and respond to feedback as needed.

### **Essential Responsibilities and Skills include but are not limited to:**

- Accurate, systematic, and methodical.
- Able to organize and prioritize tasks and projects.
- Makes an excellent team player and has strong interpersonal skills.
- Develop and curate content to drive our external IT team to develop and maintain our website and mobile app
- Be the liaison with Marketing and Brand organizations
- Write copy for all our website and mobile app pages
- Curate images and other media as necessary for use on website and the mobile app
- Drive product adoption working with Revenue Management and Marketing
- Direct testing and WMA acceptance of products developed by 3<sup>rd</sup> party suppliers
- Be the WMA rep to Apple Store and Google Play for managing app launch and ongoing management

### **Technology Expertise**

- Evaluate, implement, and manage the many marketing technology systems and integrations with related technologies required to launch and run campaigns.
- Optimize and audit existing systems.
- Design the roadmap and strategy for new products and solutions.
- Manage technology vendors.

### **Data Optimization and Governance Knowledge**

- Ensure marketing data is being properly collected and connected with other systems such as a CRM.
- Manage data cleansing and research new ways to enrich the data.
- Ensure business meets best practices for marketing and data privacy.

### **Analytics and Reporting Experience**

- Manage analytics, reporting, and team dashboards to measure the effectiveness of the marketing channels.
- Measure team-wide efficiency by role, step, or project.
- Provide insights to stakeholders in the business.

### **Process Optimization**

- Design and create new operating processes.
- Define the marketing objectives for each campaign.
- Advise campaign managers on builds, segmentation, and personas.
- Ensure campaigns meet standard processes and quality standards.

### **Project Management Skills**

- Manage complex digital projects.
- Manage change programs with key stakeholders.
- Manage spend vs. budget reporting for projects, including ROI reporting on activities.
- Manage risks and compliance.

### **Teaching and Supporting Skills Development**

- Help the organization evolve its marketing practices and adopt new solutions.
- Educate the marketing team on technology processes and best practices.
- Mentor individuals from the marketing teams.



### **Experience/Education Required:**

- Experience working with name brands
- Developing campaigns and managing web/online presence
- Developing content through sourcing content and creating imagery
- Marketing degree preferred

### **About Us**

Waltzing Matilda Aviation LLC (WMA) is an FAA licensed Part 135 private jet charter operator. We began private (FAA Part 91) operations in June 2008 and have operated thousands of hours of safe and reliable flying since commencing operations out of the Boston area. We own and operate both our own aircraft as well as managed aircraft. We believe in utilizing the latest technology to ensure the safest operations. Our aircraft are equipped with the latest avionics that allows for landings with lower visibility conditions than most aircraft.

WMA brings together a group of aviation professionals, many with over 20 years' each of aviation experience, who are passionate about flying – bringing the benefits of flying privately in corporate jets to individuals who value their own time and schedule flexibility.

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### **Proudly Launching Soon: Connect Airlines**

WMA soon expects to launch Connect Airlines, scheduled passenger service with De Havilland Q400 turboprops to create business friendly and speedy service between Toronto's centrally located Billy Bishop Airport (YTZ) to important business centers in the US Northeast and Mid-West.

Come take off with us!