



## Milano B2B Marketing Communication Staff

<b>Job Title</b>	Marketing Executive, B2B Marketing EMEA
<b>Job Grade</b>	General Staff
<b>Contract</b>	Permanent, Full time
<b>Location</b>	Milan Office
<b>Reporting</b>	Manager, EMEA, B2B Marketing
<b>Job Purpose</b>	<p>B2B marketing involves promoting and selling airline products and services to other businesses, rather than individual consumers. The primary objective is to attract and maintain business clients, such as travel agencies, TMCs, tour operators, corporations, organizations, and other partners.</p> <p>Responsibilities include developing marketing strategies specifically targeted towards B2B clients, conducting market research to identify potential clients and understand their needs, creating and implementing marketing campaigns to generate leads and increase sales, fostering strong relationships with existing clients, and identifying new growth opportunities.</p> <p>Additionally, the role may involve managing partnerships and negotiations with other businesses, coordinating promotional events and sponsorships, analysing market trends and competitor activities, and providing regular reports and updates to stakeholders.</p> <p>A solid understanding of the airline industry, excellent communication and negotiation skills, the ability to build and maintain relationships, and a creative and analytical mindset are essential. Prior experience in B2B marketing, especially within the airline industry, would be highly advantageous.</p>
<b>Duties and Responsibilities:</b>	<p><b>Provide marketing support to the sales teams to build and maintain business relationships:</b> Provide effective marketing support to the sales team for cultivating and maintaining strong relationships with key B2B clients.</p> <p><b>Plan and execute marketing campaigns:</b> Collaborate with cross-functional teams to align marketing strategies and campaigns with business objectives. Coordinate product launches, promotional activities, and marketing initiatives targeted towards B2B clients.</p> <p><b>Create/manage sales supporting tools:</b> Under supervision, develop marketing collateral such as brochures and presentations that highlight ANA's products, services, and benefits for B2B clients. Ensure consistent messaging and branding across all marketing materials and giveaways.</p> <p><b>Enhance ANA owned media marketing initiatives among B2B clients:</b> By utilising ANA's owned media channels, such as social media, the trade portal, and the email marketing platform, increase the client database and strengthen direct communication with B2B clients. As an extended activity, we would organise our own events as well.</p>

	<p><b>Stay updated with industry trends:</b> Stay informed about industry trends, especially ESG initiatives, market dynamics, and competitor activities in the B2B airline market. Conduct market research, attend conferences, and keep up with new developments in the aviation industry.</p> <p><b>Collaborate with internal stakeholders:</b> Work closely with various internal teams, such as sales, B2C Marketing, operations, and customer service, to ensure effective communication and alignment of marketing activities with overall business goals. Coordinate efforts to achieve common objectives.</p> <p><b>Stay compliant with regulations:</b> Adhere to relevant regulations and guidelines within the airline industry, such as data privacy laws, advertising standards, and industry-specific regulations.</p> <p><b>Travel:</b> Occasional travels required to meet with clients, attend meetings, industry events, trainings, and fam trips.</p> <p><b>Local Specific Tasks:</b> B2C event support, Translation support to local language, ANA representative of Star Alliance &amp; Joint Venture regional marketing group</p> <p>These responsibilities may vary based on the specific requirements and objectives of the airline’s B2B marketing department.</p>
<p><b>Knowledge, Qualifications &amp; Skills</b></p>	<p><b>Education:</b> A bachelor’s degree in marketing, business administration or a related field is usually preferred.</p> <p><b>Industry Knowledge:</b> A knowledge and understanding of the airline industry or trade.</p> <p><b>Marketing Experience:</b> Prior experience in the airline industry or related industries such as travel, hospitality, or transportation is preferred.</p> <p><b>Digital Marketing Skills:</b> Good knowledge in digital marketing, content marketing, social media marketing, email marketing, and CRM systems is advantageous.</p> <p><b>Relationship Building:</b> Excellent interpersonal skills and the ability to build and maintain strong relationships with B2B clients, industry partners, and internal stakeholders.</p> <p><b>Creativity and Innovation:</b> Stay updated with industry trends in order to better understand utilising new marketing techniques and technologies.</p> <p><b>Analytical Skills:</b> Proficiency measuring campaign performance. Willingness to use analytics tools and understand research methods to identify trends.</p> <p><b>Project Management:</b> Prioritising tasks, setting deadlines, and ensuring efficient execution of assignments</p> <p><b>Teamwork and Collaboration:</b> The ability to work effectively in a team-oriented environment and leveraging the expertise of others is essential.</p>

	<p><b>Adaptability and Resilience:</b> Ability to adapt to changing market conditions and handle challenges in a fast-paced industry.</p> <p><b>Basic IT literacy:</b> Familiarity with Microsoft Office (Excel, Word and PowerPoint) and Google Utilities (Sheets, Slides, Docs) and online conference systems (Zoom, Meet, Teams, etc)</p> <p><b>Language:</b> A native Italian speaker with business-level proficiency in both English and Italian essential. Fluency in other business-level languages such as Spanish, Swedish and Turkish is an advantage.</p>
<b>Salary</b>	Based on Fairo Contract
<b>Estimated Start Date</b>	Open to discuss
<b>Contractual Hours</b>	Monday-Friday 9:00-17:00, 37.5 hours per week
<b>How to apply</b>	<ul style="list-style-type: none"> <li>- Please send your CV to <a href="mailto:miladmi@ana.co.jp">miladmi@ana.co.jp</a>, with mentioning “<b>B2B Marketing communication.</b>”</li> <li>- Please note, only successful candidates will be contacted for interview.</li> </ul>
<b>Others</b>	<p>All applicants must have the right to work in Italy.</p> <p>Your personal information will be used exclusively for the recruitment and selection process. We will strictly manage and protect it in accordance with our Privacy Policy. Please note that your information will be retained for 24 months, after which it will be appropriately and securely disposed of.</p>