

JOB DESCRIPTION

Job title: oneworld Partnerships and Events Manager

Department: oneworld Brand, Marketing & Loyalty

Reports to: Manager, Brand, Marketing and Loyalty

Location: oneworld offices – New York City

This position is open to member secondment or direct oMC employment

Interested candidates should email their resume and cover letter by 30 June 2019 to:
jobs@oneworld.com

Attn: Maria Krasilnikova-McKinnon

Job Objective:

Manage oneworld Alliance brand partnerships, events and revenue driving initiatives that support the company vision, drive deeper engagement and consideration of oneworld customer value proposition in B2B and B2C space and the wider alliance strategy.

Provide strategic recommendation and successfully execute unique and differentiating opportunities that will allow oneworld to strengthen its positions globally, building global brand awareness and consideration.

Continue to support the key trade and business events and shows that enable to grow and retain oneworld revenue, relevant to oneworld and member airlines commercial and brand objectives at a global level.

Lead internal engagement and communication initiatives, manage oMC driven events providing support to the Leadership team in planning, organising and managing various aspects of senior stakeholders' priorities, vendors involved and meeting locations.

Manage creative design and execution of events real estate, collateral, merchandise, activation through social media channels as per company's guidelines and approved messaging. Provide support to the oMC customer experience team in applying best events visuals and practise to lounge and CE design initiatives.

Key Accountabilities:

- Provide strategic recommendation for oneworld brand partnerships, events and other global initiatives identifying new unique and differentiating opportunities that support the company vision and drive a deeper engagement with oneworld Customer Value Proposition (CVP) globally;
- Build a holistic integrated annual plan of execution of strategic initiatives, partnerships and events to enable oneworld to expand across B2B and B2C space with clear KPIs and metrics of success in support of a wider alliance strategy;
- Successfully manage an annual budget assigned to projects and initiatives, managing 3rd party suppliers and agencies;
- Successful delivery of the key trade shows like GBTA, ACTE focusing on execution aligned to stakeholder priorities and objectives;

- Identify, secure and manage new initiatives that generate revenue, drive wider **oneworld** brand awareness where relevant globally working collaboratively with commercial and alliance transformation team, and member alliance;
- Airline members stakeholder management - work to enhance and facilitate member airlines' cooperation, collaboration and communication related to **oneworld** partnerships and events worldwide;
- Constant interaction with your direct report as well as the executive team focusing on customer optimisation ensuring stakeholder priorities and deliverables are properly communicated;
- Manage the alliance's meetings and incentives (**oneworld events**) program, promotional activities, business solutions and respective working groups;
- Lead the coordination of tradeshow, bespoke events and sponsorship agreements, including creation of branded merchandise and giveaways;
- Manage the deployment of all sales and marketing tools and ensure accurate regional applications and adaptations adhering to the brand and corporate guidelines;
- Lead internal engagement and communication projects, manage oMC driven events like oMB, oGB, Marketing and other forums providing support to the leadership team in planning, organising and managing various aspects of senior stakeholders' priorities, vendors involved and meeting locations;
- Support direct report as required with branding, roll-out, training and signage initiatives;
- Manage creative design and execution of events real estate, collateral, merchandise, activation through social media channels as per company's guidelines and approved messaging;
- Provide support to the oMC customer experience team in applying best events visuals and practise to lounge and CE design initiatives;
- Be the design lead in evaluating best practice and application of Travel Bright and brand guidelines across the customer journey touchpoints;
- Monitor alliance competitive activity and recommend actions and changes to the alliance proposition, as required;
- Manage, develop and lead special projects that may be assigned from time to time;
- Manage relevant steering groups in designated markets where alliance activities are undertaken;

Skills, experience and qualifications:

- Bachelor's degree;
- Airline experience in brand and marketing, partnerships (preferred)
- Strategic capabilities - ability to translate data and business objectives into tangible strategic plans and partnerships;
- Commercially aware, a sound decision maker;
- Excellent communication skills (written and verbal) and ability to work cross-culturally and cross - functionally;
- Creative acumen, skilled to articulate creative briefs, and project manage design work;
- Experience in tradeshow, sponsorship management and contract negotiations;
- Strong project management skills, with ability to prioritise, manage both internal and external stakeholders and 3rd party suppliers;
- Great influencing skills across all levels;
- Enthusiastic, collaborative, open minded and curious to challenge the status quo;
- Travel is required;

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