

## JOB DESCRIPTION

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**Job title:** oneworld Global Brand, Partnerships and Events Manager

**Department:** oneworld Global Brand, Marketing & Loyalty

**Reports to:** Director, Global Brand, Marketing and Loyalty

**Location:** oneworld offices – New York City

This position is open to member secondment or direct oMC employment

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Interested candidates should email their resume and cover letter by 20<sup>th</sup> September to:  
jobs@oneworld.com

Attn: Maria Krasilnikova-McKinnon

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### Job Objective:

Manage oneworld Alliance brand, partnerships and events 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 successful execution of brand strategy that will allow oneworld to strengthen its positions globally, building global brand awareness and consideration.

Oversee global integration and application of the oneworld corporate brand identity ensuring a consistent approach in both internal and external delivery of the oneworld brand. Act as oneworld's brand guardian responsible for maintaining the brand guidelines, tone of voice and application.

Manage and support oneworld brand and marketing across all channels, including brand delivery, brand design and application, marketing and FFP delivery requirements, digital channels solutions and project development support across all oMC and member airline functions as required. Support the alliance's sales efforts in key markets worldwide by providing Sales teams with marketing expertise in the development of promotional materials.

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.

### Key Accountabilities:

- Provide strategic recommendation and successful execution of oneworld brand partnerships, events and other global initiatives that support the company vision and drive a deeper engagement with oneworld Customer Value Proposition (CVP) globally incl. GBTA, ACTE etc.
- 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 3<sup>rd</sup> party suppliers and agencies;
- 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;

- Development, maintenance and support of the **oneworld** brand and marketing assets, ensuring a consistent approach to brand application in design, internal and external delivery of **oneworld** benefits and products;
- Acts as a brand guardian responsible for maintaining the brand guidelines, tone of voice and application and distribution of **oneworld** Brand Guidelines; monitors their application across all channels including own, earned and paid across oMC and member airlines as part of the DRD requirements;
- Supports brand integration plans for all new member airlines, connect members, coordinates design solutions and implementation of brand communications requirements delivery;
- Manage and support the **oneworld** brand and marketing efforts across all channels, including brand delivery, application, marketing delivery requirements;
- Airline members stakeholder management - work to enhance and facilitate member airlines' cooperation, collaboration and communication related to **oneworld** partnerships and events worldwide;
- 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;
- Manage creative design and execution of events real estate, collateral, merchandise;
- Provide support to the oMC customer experience team in applying best events visuals and practise to lounge and CE design 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.
- Manage, develop and lead special projects that may be assigned from time to time;

**Skills, experience and qualifications:**

- Bachelor's degree;
- Airline experience in brand and marketing, partnerships;
- 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 3<sup>rd</sup> party suppliers;
- Great influencing skills across all levels;
- Enthusiastic, collaborative, open minded and curious to challenge the status quo;
- Travel is required;

*oneworld offers a great work environment, professional development, challenging careers, and competitive compensation. oneworld is an Equal Opportunity Employer. Employment decisions are made without regard to race, colour, religion, national or ethnic origin, gender, sexual orientation, gender identity or expression, age, disability, protected veteran status or other characteristics protected by law.*