



## **Director, Business Development and Marketing**

### **Responsibilities:**

- Spearhead, reach out and penetration to potential airport customers for Academy for development and expansion of business in terms of consultancy services and aviation training aiming to establish Hong Kong (HKIAA) as a regional civil aviation training hub
- Identify, develop and implement business development policy, direction, strategies in priority
- Devise corresponding marketing plan for different target markets
- Analyse and review the policy and direction and make necessary enhancement to cope with market changes
- Oversee the Academy's brand positioning and marketing proposition to ensure the brand image is compliance with the above

### **Requirements:**

- University Degree with over 15 years of relevant experience
- Proven ability to develop and implement long term strategic business plan
- Experience in senior management position with emphasis in International Aviation Training and Business will be an advantage