

## Head of Marketing

### About ID90 Travel and What Makes Us Special

Why do so many in the airline industry love ID90 Travel? It's pretty simple: We take their travel benefits to new heights. The number one reason an employee joins an airline is for free travel, and ID90's software and content provide the best non-revenue travel experience on the planet for airline employees. Our company is a leading technology solutions provider for the airline industry, with a SaaS-based platform that greatly reduces an airline's costs associated with staff travel while delivering a best-in-class user experience via mobile devices and web. In addition, ID90 Travel offers deeply discounted hotel, car and cruise content through our member's only travel portal to further reduce the cost of airline employee travel. The number one reason an employee joins an airline is for free travel and our software and content delivers on the best reason to work in aviation. ID90 Travel clients include some of the largest carriers in the world including United Airlines, Hawaiian Airlines, Frontier Airlines, Alaska Airlines, Spirit, Czech Airlines, JetBlue and Sun Country, to name a few.

### Position Summary

The Head of Marketing will be instrumental in crafting and executing a holistic marketing strategy that caters to both airlines and their employees. This role requires a visionary leader with a proven track record in B2B and B2C marketing, digital marketing, and a deep understanding of the travel industry.

### Key Responsibilities

#### *Integrated Marketing Strategy*

- Develop and implement a comprehensive marketing strategy that aligns with both B2B and B2C objectives.
- Integrate marketing efforts to ensure a cohesive brand presence across all touchpoints.

#### *Customer Acquisition and Retention*

- Oversee B2B and B2C digital marketing channels, including SEO, SEM, social media, email campaigns, and content marketing.
- Develop customer acquisition strategies for the airline employee, ensuring a seamless customer journey from awareness to conversion.
- Implement retention strategies for both B2B clients and end consumers to maximize customer lifetime value

#### *B2B Partnership Development*

- Work with Sales and Account Management to Identify and cultivate strategic partnerships with airlines and other closed-user groups.
- Collaborate with the sales team to create marketing materials and campaigns that support B2B engagement and lead generation.

#### *Brand Development*

- Define and communicate a compelling brand narrative that resonates with both airline business partners and their employees
- Collaborate with cross-functional teams to integrate brand messaging into product development and user experiences.

#### *Team Leadership*

- Build, mentor, and lead a high-performing marketing team capable of executing B2B and B2C initiatives.
- Foster a collaborative culture that encourages cross-functional teamwork.

#### *Analytics and Reporting*

- Utilize data analytics to measure the effectiveness of marketing campaigns and make data-driven decisions.
- Regularly report on key performance indicators to stakeholders.

### **Qualifications**

- Strong analytical skills and experience with data-driven decision-making.
- Excellent communication and leadership abilities, with the ability to tailor messages to diverse audiences.
- Deep understanding of digital marketing channels, emerging trends, and industry dynamics.
- Bachelor's degree in Marketing, Business, or related field; Master's degree is a plus.
- Proven experience in B2B and B2C marketing leadership roles, preferably in the travel or software industry

If you are a strategic marketing executive with a passion for navigating the complexities of both B2B and B2C markets within the travel industry, we invite you to lead our dynamic marketing team and contribute to the continued success of ID90 Travel Inc.