



<b>Job Description</b>	<b>Leasing and Marketing Officer</b>
<b>Code</b>	
<b>Date</b>	05/08/2022
<b>Location</b>	Antigua Cruise Port (ACP)
<p><b>Purpose of the Position</b></p> <p>The Leasing and Marketing Officer will report to the General Manager in supporting the company's Leasing and Marketing programs.</p>	
<p><b>Core Duties</b></p> <ol style="list-style-type: none"> <li>1. Works closely with the General Manager to develop leasing and revenue generating plans for ACP</li> <li>2. Works closely with the Regional Marketing Manager and the wider marketing teams to support the management of the brand reputation and to develop and execute strategic marketing and public relations activities and initiatives including media relations, brand management, port events, advertising, social media, and communications work.</li> <li>3. Assists the General Manager in gathering and compiling current market and economic information and preparing competitive and market analysis and market trends.</li> <li>4. Works closely with the Finance Team in collating and analysing of relevant statistical information</li> <li>5. Actively promotes leasable spaces and seeks out new commercial opportunities</li> <li>6. Reviews tenant applications and proposals and makes recommendations to the Senior Management</li> <li>7. Works closely with the Facility Manager in the administration of all leasing contracts and day to day tenant relations for leasing operations</li> <li>8. Maintains a comprehensive database of ACP's proposed, current and previous tenants</li> <li>9. Prepares annual leasing and marketing budgets and monthly leasing and marketing reports</li> <li>10. Executes Leasing and marketing plans as approved by Senior Management</li> </ol>	
<p><b>Supplementary Duties</b></p> <ol style="list-style-type: none"> <li>1. Works closely with Antigua Tourism Authority, Ministry of Tourism, Antigua, Port Authority, Airport Authority , Antigua Barbuda Hotel and Tourism Association, Tenant Association, Cruise Lines and other promotional partners with destination marketing activities</li> <li>2. Coordinates all company promotional and corporate events</li> <li>3. Works closely with the Operations Team to ensure superior customer service</li> </ol>	

4. To represent the Company as required at local and international events.
5. To perform related tasks as requested by the General Manager.

**Tools and access required for the execution of the job:**

1. Tools and equipment as provided by the company.
2. Access to designated working spaces.

**Skills and Knowledge**

**Essential**

1. Bachelor's Degree or equivalent in Marketing or Business Management. In the absence of the respective qualifications, a minimum of 3-years relevant work experience
2. Strong Digital Marketing Skills
3. Strong oral and written communication skills
4. Public speaking skills
5. Excellent planning and coordination skills
6. Excellent understanding of people management
7. Confident and self-motivated.
8. First Aid.
9. Event planning experience
10. Ability and willingness to work flexible hours.

**Behaviors**

1. Communication - communicates persuasively with internal and external stakeholders including the local and international media.
2. Relationship building - builds and manages mutually beneficial partnerships and networks, both internally and externally. Works effectively with management colleagues and seeks opportunities for enhancing the effectiveness of teams.
3. Valuing diversity - considers and respects the ideas, circumstances, and feelings of others. Treats everyone with fairness and respect, adhering to the principles of diversity and inclusion.
4. Achieving results - demonstrates a willingness to take difficult strategic decisions and an ability to resolve complex problems. Provides direction on how to manage conflicting priorities and tensions and how to excel in achieving quality standards.
5. Strategic focus - drives the strategic priorities of ACP & inspires a shared vision for its future.
6. People development - creating an environment where people are motivated to achieve ACP's objectives and enhance their own performance. Puts systems in place to develop people at all levels and identifies opportunities to increase organisational capability and capacity through people.
7. Negotiating and influencing - use of logic, reason and persuasive arguments. Effectively reconciles divergent interests.
8. Innovation and change - fosters a culture of quality and innovation to build ACP's capability. Identifies and champions new approaches for improving organisational results and achievement.

**Line Management and Budget Responsibility**

1. Reports to the General Manager.
2. Liaises with the *Regional Marketing Manager, Head of Finance, Head of Operations, Operations Manager, Facility Manager, Security Manager, and associated 3<sup>rd</sup> parties.*

**Working Conditions**

1. Full-time, 40 hours per week with flexible schedule
2. Occasional travel abroad required for conferences, training, professional development and networking.
3. As per ACP's *Terms of Employment Handbook*

***NOTE: This job description is not exhaustive, and amendments and additions may be required in line with future changes in policy, regulation or organizational requirements***