

## JOB DESCRIPTION

<b>Job Title</b>	Sr. Executive/Assistant Manager
<b>Incumbent Name</b>	
<b>Division / Department / Function</b>	Marketing and Advertising
<b>Approved By (Immediate Supervisor)</b>	
<b>Date</b>	20 <sup>th</sup> Oct 2011

### 1. JOB PURPOSE

(Briefly describe the general purpose of the position or its significance from the organisation's point of view and how it contributes to the overall mission/objective of the organization).

1. To manage and build the social media platform
2. To build partnership with external stakeholders for the social media platform
3. BIAL Brand activations (e.g. Festivals) at the airport for enhancing passenger experience

### 2. PRINCIPAL ACCOUNTABILITIES

(List the responsibilities/duties associated with the job and the major activities associated with each responsibility. For each responsibility/duty listed, give the factors on which an individual's performance is judged).

Accountabilities	Major Activities
Social media	<ul style="list-style-type: none"> <li>• Implement the social media strategy, coordinating with stakeholders across the Company to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture and into all of the company's products and services</li> <li>• Work with the Product development team to ensure social media tools (for ex. FB connect, Sharing buttons) are kept up to date</li> <li>• Manage social media campaigns and day-to-day activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc.</li> <li>• Manage presence in social networking sites including Facebook, Twitter, and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed</li> <li>• Become an advocate of the Company in social media spaces, engaging in dialogues and answering questions where appropriate</li> <li>• Manage a Blogger outreach program and build an active brand ambassador network to spread the word about the Company</li> <li>• Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results</li> </ul>

	<ul style="list-style-type: none"> <li>• Regularly feed back insights gained from social media monitoring into the Marketing and Editorial teams, to help them evolve their strategies in a timely fashion</li> <li>• Monitor trends in social media tools, trends and applications</li> </ul>
Brand Activations	<ul style="list-style-type: none"> <li>• Implement the brand events and activations coordinating with stakeholders</li> <li>• Work with the marketing team and other commercial verticals in designing and coordinating the complete execution of the event as per the brand strategy</li> <li>• Manage partnerships with external stakeholders for sponsorships and partnership for the events</li> <li>• Coordination with the event agency for timely execution of the event.</li> <li>• Monitor effective benchmarks for measuring the impact of the programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results</li> </ul>

### 3. MAJOR CHALLENGES

(List the major challenges you face on an on-going basis in carrying out your job).

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| <ul style="list-style-type: none"> <li>• Ability to analyze the changing social media dynamics and build partnerships to generate content.</li> <li>• Ability to manage internal and external stakeholders for execution of an event</li> <li>• Planning for the event and tracking the effectiveness</li> </ul> |
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### 4. INTERACTIONS

(List the job roles that you interact with inside or outside the company to enable you to meet your accountabilities).

#### Internal Interaction

List the job roles you need to interact with Internally in the organization to enable success in your day to day work

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| <ul style="list-style-type: none"> <li>• All internal verticals, commercial, operations, E&amp;M</li> </ul> |
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#### External Interactions

List the job roles / entities / forums you need to interact with outside the organization to enable success in your day to day work

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| <ul style="list-style-type: none"> <li>• Bloggers, content experts, users</li> <li>• Event specific brands and sponsors</li> </ul> |
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**5. DIMENSIONS**

(List the significant numerical data which will reflect the scope and scale of activities concerning this job).

**Financial Dimensions**

(These should be quantifiable numerical amounts like annual budgets, project costs, annual revenue, purchase value etc.).

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**Other Dimensions**

(Indication of some of the significant volumes associated with the job like number in team/ staff handled etc).

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**6. SKILLS AND KNOWLEDGE – WHAT THE JOB REQUIRES AND NOT WHAT THE INCUMBENT HAS**

(State the minimum acceptable proficiency for this job which best indicates the education and/or experience requirements of this job and not the incumbent).

**Educational Qualifications**

MBA (Marketing) with 3-5 years of experience in online space/brand activations/trade marketing

**Relevant and total years of Experience**

- 3-5 years