

# HUMAN RESOURCES - JOB OPPORTUNITY

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## JOB POSTING 10-035

JULY 30, 2010

**NON-REPRESENTED POSITION  
SALARY**

**JOB TITLE:** DIRECTOR OF SALES & MARKETING  
FULL-TIME

**LOCATION:** ADMINISTRATION- HONOLULU HANGAR

**REPORTS TO:** CEO

**PRIMARY FUNCTIONS:** Responsible for the strategy, tactics and programs to generate revenue, create interest, demand and recognition for Island Air.

Effectively employ the use of online marketing, public relations, product marketing, creative services, advertising, strategic partnerships, and direct events to reach the target market, achieve marketing goals and progressively raise brand recognition and sales objectives.

**REQUIREMENTS:** The ideal candidate would be an energetic self starter who is well versed in utilizing online technology to increase revenue.

Knowledge in travel industry sales & marketing, contract negotiations, budgeting, pricing models, product branding, advertising and travel agency/ wholesaler marketing. Must be able to demonstrate ability to increase sales.

Strong and effective communication skills, both written and oral. Must communicate professionally and positively with employees and all levels of management.

Able to maintain a high level of confidentiality.

**ADD'L RESPONSIBILITIES:** Attend various community and/or business meetings to promote the Company. Participate in various exhibits and promotional programs.

Other duties as assigned.

To apply, submit resumes/application to Human Resources via email: [Recruitment@islandair.com](mailto:Recruitment@islandair.com)

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