



## **Air Show Office**

**RAF Cosford  
Wolverhampton  
WV7 3EX**

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### JOB ADVERTISEMENT

February 2022

**Job Role: AIR SHOW MARKETING COORDINATOR**  
**Location: RAF Cosford, Shropshire**  
**Employment: Full Time, 5-Month Contract**  
**Start Date: As Soon As Possible**

An exciting opportunity to join a dynamic office environment to assist with the delivery of the West Midlands' largest one-day event. The role of Air Show Marketing Coordinator encompasses a diverse array of duties, working under the direction of the Air Show Deputy Director to manage all marketing output promoting the RAF Cosford Air Show and assisting in other office management duties.

This is an exciting opportunity for someone who is enthusiastic, a quick learner and keen to develop a media portfolio in this niche sector which encompasses both the events & aerospace industries.

The role would ideally suit an efficient all-rounder with a marketing qualification, a basic level of graphics design knowledge, strong interest in the use of social media for marketing purposes and fresh ideas for advertising campaigns. Candidates must have a "hands on, can do" attitude and be prepared to work extended hours in the immediate run up to the Air Show and will be subject to a leave-ban in this period.

#### **Key duties for the Air Show Marketing Coordinator will include:**

- Design & implementation of advertising campaigns focused on Air Show ticket sales.
- Management of Air Show social media channels, including content creation.
- Management of content and updates to the Air Show website.
- Writing & distribution of press releases & media output.
- Database maintenance and data analysis.
- Liaison with the local community
- Coordination of event messaging to include souvenir programme, event radio, commentary and giant screens
- Office administration & delivery of other Air Show projects alongside colleagues.
- Coordination of ticket sales contract and reporting sales progress
- Handle public enquires and provide good customer service, via phone and email.
- Coordination of crowd survey and preparation of post event reports

#### **Candidates will ideally possess the following skills and qualities:**

- A qualification in a relevant discipline.
- Well organised, with good administration and research skills.
- Knowledge of a range of online marketing tools.
- Ability to generate new and innovative marketing methods.
- A team player who can work under their own initiative and manage time effectively.
- Strong work ethic, with desire to learn new skills and help with other projects.
- Good written & oral communication skills.
- Experience with graphic design programmes.
- Experience with website design & maintenance.
- Knowledge or experience working with the Royal Air Force, would be desirable.
- Knowledge of aerospace industry, and/or event management, would be desirable.

**Applicants should enclose a covering letter (one side of A4) and current CV, sending via email to [marilyn@cosfordairshow.co.uk](mailto:marilyn@cosfordairshow.co.uk) no later than Friday 11<sup>th</sup> February.**