



## **Sales & Marketing Representative**

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| <b>LOCATION:</b>   | Waukegan, IL   |
| <b>DEPARTMENT:</b> | Marketing and Sales  |
| <b>REPORTS TO:</b> | Regional Director of Sales & Marketing (Sales)<br>Director Marketing (Marketing) |

Founded with one aircraft nearly two decades ago, DB Aviation is one of the premier Aviation Services companies in the country. With an Executive Charter fleet strategically located throughout the nation and our Executive FBO serving Chicago, DB Aviation provides Luxury Service coast to coast.

Competitive salary and excellent benefits, including 401(k) with company match. We are located at the Waukegan, IL Airport (UGN-Illinois) which is an easy commute from Chicago or SE Wisconsin.

**Applicants are required to submit writing samples: 1) a sales letter (selling widgets to a very small target demographic), 2) a press release announcing the creation/invention of a new widget, and 3) a 3-4 minute speech given by the president of WidgetCo to shareholders describing the launch of a new Widget.**

## POSITION SUMMARY

The Sales and Marketing Department is charged with the responsibility of increasing the Company Managed Aircraft Fleet, increasing market share and exceeding Customer (Aircraft Owners and Charter Customers) expectations through the creation, implementation and delivery of attractive programs and building strong, sustainable business relationships based on integrity and trust.

This is an excellent entry level opportunity for someone with previous sales and/or marketing experience, to learn the aviation business and to be mentored by experienced industry professionals.

**Sales** - Under the direct supervision of the Managing Director of Regional Sales and Marketing, this entry level position will assist the team with activities resulting in the generation of new managed aircraft opportunities under part 135 and part 91 operations, new Charter Customers and continued service of current Charter Customers. Activities include but are not limited to:

- Working as a critical intermediary between sales and other DB disciplines (Charter, Jet Administration, Accounting, etc.) and helping to facilitate communication with key accounts, when directed).
- Conducting basic prospecting to identify the charter market and managing information gathered. This will include researching as well as adding information to a CRM database, tailoring and maintaining regional lists of high net worth individuals and high revenue companies for marketing campaigns and communicating discovered opportunities to Managing Directors.
- Collaborating with Charter Department to create and maintain sample trip profiles for aircraft within DB's fleet.
- Working closely with Managing Directors to process client requests such as quotations charter proposals and aircraft availability
- Developing strong relationships with Charter team to assist Managing Directors in servicing charter customers' needs.
- Working closely with Managing Directors to provide answers in response to aircraft owner questions surrounding monthly statement, maintenance items, charter environment, etc.
- Assisting Managing Directors in maintaining a high volume of contact with aircraft managers/owners/charter customers.
- Collaborates with Managing Directors to determine proper "hand off" point relative to servicing and maintaining customer relationships and conducts relationship management at all levels to include internal and external customers.
- Developing a network of industry contacts inclusive of aircraft operators, charter brokerage firms, Original Equipment Manufacturers, fractional ownership providers, financial contacts and wealth managers.

**Marketing** - Under the direct supervision of the Director of Marketing, marketing activities and initiatives include, but are not limited to:

- Marketing Campaigns: Working with the Director of Marketing to create messages/letters for marketing campaigns and coordinating with department assistant to commence and complete postal campaigns.
- Social Media Management: Maintaining and expanding brand presence over multiple social media platforms, including Facebook, Twitter and LinkedIn.
- Vendor Relations: Working with marketing consultants, including our advertising agency, public relation firms, print houses, etc.
- Event Coordination: Coordinating, participating in, and representing DB Aviation at regional and other networking events. Coordinating activities include: booth rental, shipping, on site services, registration, hotels, transportation, give-aways, etc.
- Copy Writing: Drafting copy for marketing materials, newsletters, web-site and press releases.
- CRM Database: Building and maintaining a sales CRM database (lead entry and updates). This includes data entry.
- Market Research: Identifying target markets by corporate annual revenue to include both private and publically held companies, high net individuals, aircraft to potential user ratios and other activities, as assigned.
- Marketing Materials: Updating and maintaining as required.

## **PREREQUISITES**

- Bachelors Degree from an accredited school.
- Up to two years Sales and Marketing experience.
- Proficiency in Microsoft Office application, e.g., Excel, Word, PowerPoint and Outlook.
- Familiarity with Adobe Creative Suite.
- Genuine interest and desire to learn and excel in the aviation business.
- This position will include some overnight travel and work outside of the office. Overnight travel may include attendance at industry functions and visiting out of state customers. Out of office activities may also include working from one of our local satellite offices and accompanying managing directors on client calls.

## **DEMONSTRATED ABILITIES**

- Must be a self starting, proactive, and goal-oriented team player who strives for excellence.
- Exceptional organizational and detail skills and the ability to multi-task.
- Must possess the ability to take direction as well as possess the confidence required to work independently.
- Strong oral, written, grammatical, and presentation skills.
- Customer service oriented with the ability to manage conversations with prospects at all levels in a professional manner.

- Must present professional appearance and possess strong interpersonal skills and qualities such as sense of fairness, desire and ability to promote teamwork and manage positive working relationships internally and externally.
- Ethics, confidentiality, accountability, and integrity must be of the highest caliber.

Applicants may apply in confidence to: DB Aviation, Inc., Attn: HR Dept., 3550 N. McAree Rd, Waukegan, IL 60087. Private Fax: 847.336.6584, email: [employment@dbaviation.com](mailto:employment@dbaviation.com). **No phone calls, please.** Only qualified applicants need apply. To learn more about DB Aviation, Inc. please visit us on our web-site at [www.dbaviation.com](http://www.dbaviation.com).