

Windward Islands Airways International (Winair) N.V. is the successful airline of St. Maarten. We have a long history and are doing well in a dynamic, international setting. Currently, we have about 180 employees, but we expect to grow substantially in the upcoming years. Winair is investing in our employees, empowering them, and striving to be an excellent workplace for ambitious professionals. To support further growth, Winair is looking for

Director of Marketing and Sales

Job scope

We are looking for a hands-on, experienced commercial aviation professional. Reporting to the CEO, he will focus on identifying new partners and opportunities, cultivating a relationship with our interline / codeshare partners, and working with them to deliver the best outcome for our passengers. The latter translates for the Director of Marketing & Sales into the responsibility for network development, pricing, revenue management, interline/codeshare agreements, sales channels (DCS), and charter sales. The control/reservation team is also part of his remit. His direct reports are the supervisor control/reservation, the marketing manager, and the network/revenue manager. The team consists of about ten (10) people. The Director of Marketing & Sales is part of Winair's Management Team.

The ideal candidate can create and implement a commercial strategy for Winair. The latter shall be built around interline / codeshare agreements with international and regional airlines. The Director of Marketing & Sales is in charge of developing this network further, including the negotiations with the partners mentioned above. For this, he also is in discussions with governments, tourist offices, airports, etc.

More specifically, the director is responsible for detailing Winair's commercial strategy, including professionalizing revenue management. This entails:

- Stay ahead of industry trends and anticipate market shifts to ensure our competitive edge.
- Network development: based on the planned growth of Winair and its interline partners, grow the network with new routes.
- Commercial scheduling of the Winair Fleet
- Manage/coordinate the implementation, enhancement, connection, alignment, and maintenance of the commercial systems
- the Reservation / Ticketing / DCS / Web Check-in / e-commerce systems.
- Marketing and Marketing campaigns
- Further, professionalized revenue management builds on load factor and yield.
- Coordinate with the training department Reservation / Ticketing / DCS training if needed.
- Foster a collaborative and results-oriented culture within the commercial team.

Experience and Qualifications

- Bachelor or higher equivalent educational level in a related area.
- Proven experience as a commercial leader in aviation, probably in a regional airline

- In-depth knowledge of the commercial, operational, and system elements of interline agreements and selling via GDS.
- Experience in (last minute) charter sales
- Flexible, hands-on mentality; understanding our business is not limited to office hours
- Entrepreneurial and analytical skills; able to break down complex problems, driving and managing change;
- Business mindset and strong analytical skills
- Minimum ten (10) years Airline experience

We offer an independent, autonomous role with an attractive remuneration package, with the possibility to grow and develop within the company.

Are you:

- Highly driven, enthusiastic, and hungry to succeed even under pressure?
- A team player can also work independently and is proactive.
- Do you have:
 - The ability to negotiate and communicate with airlines globally?
 - Interest in starting a new chapter with another company.

If you answer yes, you are qualified for this job, and we invite you to apply. Please send a motivational letter, a resume, and a copy of your valid passport to the Human Resources Department at humanresources@fly-winair.com. **The deadline for application submission is February 24, 2024.**

For more information regarding the function of Director Marketing and Sales, don't hesitate to get in touch with our CEO, Mr. Hans van de Velde, at hvandevelde@fly-winair.com