

LUNA AVIATION GROUP

is

HIRING



Full Time

HEAD OF COMMUNICATION
LUNA AVIATION GROUP

Send your cv to
jobs@lunajets.com

IS NOW HIRING
LUNA AVIATION GROUP

Full Time

HEAD OF COMMUNICATION
LUNA AVIATION GROUP

WHO WE ARE

LunaJets is the leading European private jet specialist company in Geneva, Switzerland, combining innovative technology and the highest personal service standards. We are a young, dynamic and multicultural team that disrupts and innovates the current way of business in the private aviation industry. In this position, you will be reporting directly to the Social Media Manager. LunaJets uses the latest technologies for our website, mobile app and a licensed CRM, making us a leading private jet booking platform. Due to the company's fast and steady expansion, we are looking for a Junior Social Media & Content Specialist. You will be responsible for developing and implementing our Social Media strategy to increase our online presence and improve our digital marketing and sales efforts.

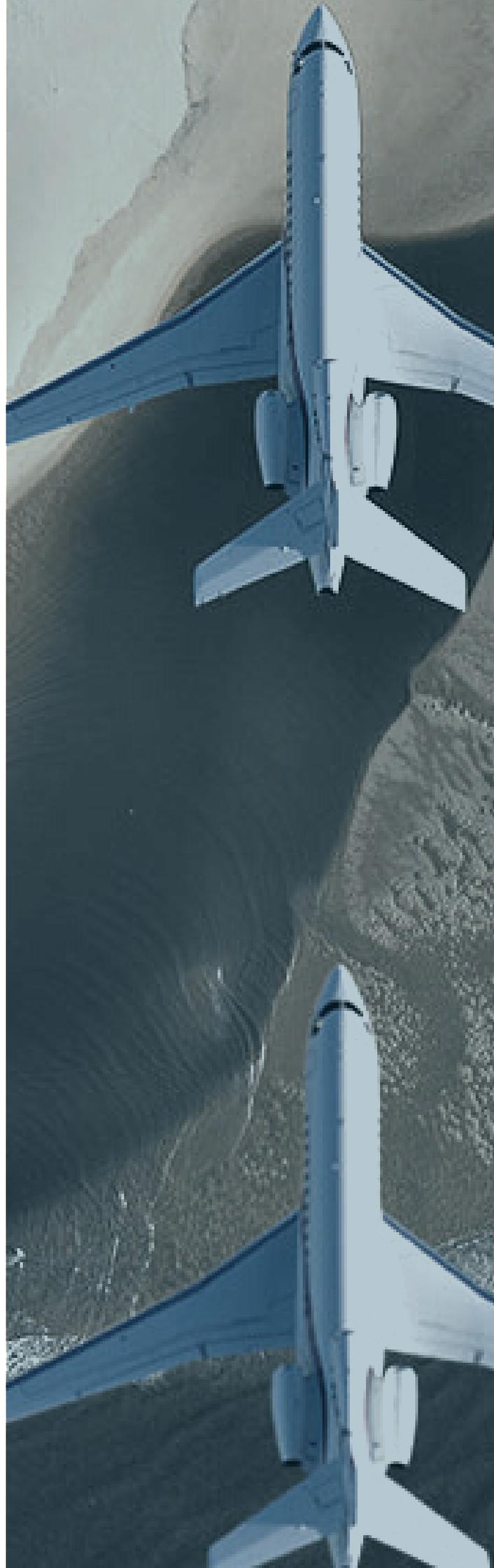
YOUR TASKS

OVERALL

- Responsible for all Brands (5) communications, and their accurate representation in all owned, paid and earned channels
- Coordinate with and support the Digital Marketing on all online media, and the Sales Teams on all trends and client insights
- Develop and cultivate relations with journalists and other earned media
- Manage and grow a team of three marketing executives: art director, junior art executive and offline producer

STRATEGY

- Develop each Brand according to its existing strategy, image, personality, audience within the overall Luna Aviation Group Brand portfolio
- Define a communication strategy for each brand, across 5-6 markets





SUPERVISION

- Supervise the production and publishing of Content offline and on Social Media channels
- Monitor and control marketing budget and spend
- Monitor competitive activities and industry news
- Content compliance
- Event management

CONTENT

- Liaise with external creative agencies, media owners, consultants, production companies
- Develop Content themes, and create copy for all media (in English)
- E-mailing and newsletters to a database
- PR releases and journalist articles
- Blog articles
- Publish the Content, measure results, analyse and improve

YOUR PROFILE

- 4+ years of experience in Marketing and content writing
- Bachelor's degree in Marketing, Journalism or relevant field
- Good understanding of and experience in all media: print, OOH, PR, Social Media
- Native English speaker
- Swiss or EU passport, or Swiss resident permit

NICE TO HAVE

- Experience in highly competitive marketing industry is a **STRONG** plus
- French is strongly desirable, and other languages

BENEFITS

REMUNERATION ACCORDING TO EXPERIENCE + ALL COMPANY BENEFITS.

Send your cv to
jobs@lunajets.com