



Marketing & Sales Coordinator

(Aviation-Focused, Full-Time, On-Site)

Scottsdale Airport (SDL), Scottsdale, Arizona

Do you speak "Aviation"?

Are you a marketing-savvy professional who knows the difference between a Part 61 and Part 141 school? Do you thrive on closing sales and helping people achieve their dreams of flight?

Scottsdale Executive Flight Training has served the Arizona aviation community for over 20 years. We are looking for a **Marketing & Sales Coordinator** to be the heartbeat of our operation. This is a role blending **consultative sales and digital marketing**, with light administrative support duties.

You will be the first voice a prospective pilot hears and the strategist behind our online presence.

The Mission

This is not a typical desk job. You will be the primary driver of our inbound sales engine. Your goal is to capture interest, explain the path to licensure (PPL, IR, CPL), and guide students from their first Google search to their first flight lesson.

Key Objectives:

- **Own the Lead Flow:** You will be the "first responder" to all inquiries, ensuring no prospective student falls through the cracks.
- **Adapt and Execute in a Small Business:** Jump in where needed—sales, marketing, front desk support—to keep the operation moving and revenue growing.
- **Drive Student Enrollments:** Convert qualified leads into discovery flights and active students through timely, consultative follow-up.
- **Grow Inbound Demand:** Increase lead volume and brand visibility through social media, email campaigns, SEO, and reputation management.
- **Represent a Can-Do Aviation Brand:** Be the energetic, knowledgeable face of a flight school that values initiative, accountability, and results.
- **Own the CRM and the Outcome:** Keep leads organized, tracked, and relentlessly pursued until they convert or are disqualified.

Key Responsibilities

Consultative Sales & Student Onboarding

- **Lead Response:** Proactively contact incoming leads via phone, email, and social media. Speed and quality of response are key.
- **Tours & Consultations:** Conduct facility tours and hold in-person discovery meetings. You will showcase our fleet and sit down with prospective students to answer their detailed questions and map out their training roadmap.
- **Guidance:** Confidently explain flight training paths, aircraft options (Cirrus vs. Cessna), and costs.
- **Conversion:** Qualify leads, schedule discovery flights, and assign students to the right instructors based on personality and goals.
- **CRM Management:** Maintain detailed logs of all interactions and relentlessly follow up to nurture undecided prospects.

Marketing & Brand Growth

- **Digital Presence:** Manage website content updates, SEO improvements, and track Google Analytics.
- **Social Media:** Take creative control of our social channels. You will have the autonomy to conceptualize, shoot, and execute your own content ideas, from student wins to views from the cockpit, across Instagram, Facebook, and LinkedIn.
- **Reputation Management:** Actively manage our Google Business Profile and aviation directory listings to drive 5-star reviews.
- **Campaigns:** Create email newsletters and ad campaigns (Google/Meta) to drive traffic.

End-of-Day Front Desk Coverage

- This role includes light end-of-day facility coverage, ensuring late arrivals are supported and the office is secured for the evening. This is not a receptionist role, but does require supporting our dispatch/front desk team at the end of the day and as-needed.

What Success Looks Like

- Responds to new leads same-day during business hours
 - Bonus points if willing to contact last-minute leads after-hours
- Consistently converts inquiries into discovery flights
- Maintains a clean, accurate CRM with no stalled leads
- Grows social engagement and inbound inquiries month-over-month
- Becomes a trusted training advisor to prospective students
- **This Role Is a Great Fit If You:**
 - Enjoy talking aviation all day: training paths, careers, aircraft.
 - Get energy from helping people take their first step into flying

- Are organized and thrive on follow-up and closing loops
- Prefer being on-site in an active flight school environment
- **This Role Is Not a Fit If You:**
 - Prefer remote-only or purely creative marketing roles
 - Dislike phone calls or consultative sales
 - Need rigid, repetitive daily tasks
 - Are uncomfortable around aircraft or flight operations

Required Qualifications

- **Aviation experience is a must:** you must be comfortable answering aviation questions and confidently discussing flight training options with prospective pilots (e.g., student pilot history, instructor experience, or aviation operations background).
- **Sales DNA:** You aren't afraid to pick up the phone. You are organized, persistent with follow-ups, and enjoy the process of closing a sale.
- **Digital Savvy:** Experience with social media management, digital media creation, and online advertising.
- **Professional Presence:** Excellent written and verbal communication skills. You represent a premium flight school.
- Must be authorized to work in the U.S, be able to pass a background and drug check, have reliable transportation to Scottsdale Airport, and be comfortable working around aircraft, fuel, and ramp operations.

Preferred Qualifications

- Experience with CRM software (Bigin).
- Experience with Google Analytics, SEO, or paid advertising.
- Familiarity with flight-school scheduling systems (Flight Schedule Pro).
- Customer service or sales background.
- Private Pilot License (or currently training).

Compensation & Benefits

- Competitive compensation based on experience, with performance-based incentives tied to enrollments and discovery flight conversions.
- Flight training and aircraft rental discounts.
- Growth opportunities within a growing flight training business.
- Unique exposure to the aviation community and potential flight perks.
- Collaborative team environment with seasoned aviation professionals.

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