



<b>Job Title</b>	<b>Airport Marketing and Advertising Specialist</b>	<b>FLSA Status</b>	<b>Exempt</b>
<b>Band</b>	<b>PRO</b>	<b>Probationary Period</b>	<b>12 Months</b>
<b>Zone</b>	<b>3</b>	<b>Job Code</b>	<b>15176</b>

## Class Specification – Airport Marketing and Advertising Specialist

### **Summary Statement:**

The purpose of this position is to identify, implement, and coordinate the Airport’s internal and external advertising program and strategy by supporting the Marketing and Communications Division. This position also coordinates in-kind marketing programs, sponsorships, and promotions using current market data. Locate and contact potential clients to offer Airport advertising services; explaining to clients the benefits of specific types of advertising to help promote products and services; provide clients with estimates on advertising products or services; process account correspondence and paperwork; prepare and deliver sales presentations for new and existing clients; inform clients of available options for advertising art, formats, or features and provide samples as requested; deliver advertising or illustration proofs to clients for approval; prepare promotional plans, sales literature, media kits, and sales contracts; recommend appropriate sizes and formats for advertising; build relationships with non-profit organizations in order to partner with and showcase important community events and initiatives; support the Marketing Manager with external campaigns.

<b>Essential Functions</b>	Note: Regular and predictable attendance is an essential function in the performance of this job.
<b>Time %</b> (All below must add to 100%)	Note: Time spent on each essential function will vary based on operational needs and is only intended to be an approximation over the course of a full year.
40%	Conduct market analysis to determine effective marketing strategy for terminal and concourse advertising to local and regional businesses to include government and military organizations. Identify and capitalize on business opportunities, both short and long term. Monitor market research reports and makes marketing recommendations based on research data.
35%	Develop new business prospects through planned individual account contact including community meetings, cold calling, scheduling appointment, and preparing proposals to sell advertising to be placed in the airport. Develop and maintain electronic customer and prospect data bases. Manage the electronic advertising system to include the Public address system. Manage existing accounts through planned individual account support.
25%	Work with the Marketing and Communications Manager and Airport Properties Division on identifying shared strategy and implementation. Manage the placement of external advertising across multiple media platform. Collaborate with graphic designers or



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	creative services to execute production of advertising materials and marketing collaterals. Develop and implement graphic designs for promotional opportunities.
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<b>Competencies Required:</b>
Human Collaboration Skills: Interactions have significant impact and may involve recommendations regarding potential policy development and implementation. Position evaluates customer satisfaction, develops cooperative associations, and utilizes resources to continuously improve customer satisfaction.
Reading: Intermediate - Ability to read papers, periodicals, journals, manuals, dictionaries, thesauruses, and encyclopedias. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Math: Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing: Intermediate - Ability to write reports, prepare business letters, expositions, and summaries with proper format, punctuation, spelling, and grammar, using all parts of speech. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.

<b>Technical Skills Required:</b>
Skilled in a Technical Field: Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.

<b>Relevant Background and Formal Education:</b> Demonstrated skills, competencies, and knowledge required for this job are most often acquired through the following practical experience and level of academic education and training as suggested below.
Education: Bachelor's degree from an accredited college or university with major coursework in communications, marketing, journalism, media, or other related field.



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Experience: Three years of full-time professional advertising or marketing experience.

**Education and Experience Equivalency:**

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

**Certifications and Licenses:** Must possess or be able to acquire the following certifications and/or licenses.

Certifications required in accordance with standards established by departmental policy.

**Supervision Exercised:**

Work requires the occasional direction of helpers, assistants, seasonal employees, interns or temporary employees.

**Supervision Received:**

The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Special projects are managed with little oversight and assignments may be reviewed upon completion. Performance reviewed periodically.

**Fiscal Responsibility:**

Monitors budget/fiscal expenditures (typically non-discretionary expenditures) or responsibility for fiscal management of capital project(s). May recommend budget allocations.

**Physical Demands:**

Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.

<b>Environmental Conditions</b>	<b>Frequency</b>
Primary Work Environment	Office Environment
Extreme Temperature	Never
Wetness and Humidity	Never



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Respiratory Hazards	Never
Noise and Vibrations	Never
Physical Hazards	Never
Mechanical and/or Electrical Hazards	Never
Exposure to Communicable Diseases	Never

**Machines, Tools, Equipment, and Work Aids:** Computer, printer, copier, telephone, and standard office equipment.

**Specialized Computer Equipment and Software:** Microsoft Office.

*The description above is intended to represent only the key areas of responsibilities; specific job assignments, duties, and environmental conditions will vary depending on the business need of the department and the particular assignment.*

Original Date: August 2017