



Job Title	Airport Marketing and Communications Manager	FLSA Status	Exempt
Band	MGR	Probationary Period	12 Months
Zone	3	Job Code	17207

Class Specification – Airport Marketing and Communications Manager

Summary Statement:	
The purpose of this position is to manage multiple aspects of the Airport’s marketing, public relations, media relations, and communications programs. Responsibilities include write and produce news releases, advertisements, brochures, and other marketing materials, and serve as the Airport’s 24/7 media contact; and manage all marketing efforts to promote the Airport and assist with increasing its customer base and revenues.	
Essential Functions	Note: Regular and predictable attendance is an essential function in the performance of this job.
Time % (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.
25%	Manages marketing functions, advertising, corporate communications, and supervises campaigns for such areas as customer service, airfield construction, general aviation, and advocacy programs. Conceives, gains approval of, and supervises execution of media campaigns.
25%	Directs public affairs function, public information programs, and media relations that have impact on the airport and its mission, operations, and other internal/external publics.
20%	Supports passenger service programs such as premier membership, volunteers, and the information booth.
15%	Support community and corporate relationships to establish ties, partnerships, governmental affairs, outreach, and tours.
15%	Disseminates and follows up on news releases and media announcements to promote the Airport as an organization.

Competencies Required:	
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: Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.	



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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: Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.

Technical Skills Required:
 Advanced Skills and Knowledge: Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.

Relevant Background and Formal Education: 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 marketing, public relations, communications, or other related field.

Experience: Five years of full-time responsible experience in marketing, public relations, communications, or a related field and two years of supervisory experience.

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.	
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Supervision Exercised:
 Work requires managing and monitoring work performance by directing subordinate supervisors, including making final decision on hiring and disciplinary actions, evaluating program/ work objectives and effectiveness, and realigning work and staffing assignments, as needed.

Supervision Received:
 Receives Limited Direction: This job title 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.



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Fiscal Responsibility:

This job title oversees budget preparation of a division or department budget. Reviews and approves expenditures of significant budgeted funds for the department or does research and prepares recommendations for organization-wide budget expenditures.

Physical Demands:

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

Environmental Conditions	Frequency
Primary Work Environment	Office Environment
Extreme Temperature	Seasonally
Wetness and Humidity	Seasonally
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: November 2014