

**MAJOR FUNCTION**

This is specialized professional and administrative work in the areas of marketing, public relations and advertising and involves the promotion and education of the community regarding aviation services provided by the Tallahassee Regional Airport. An employee in this class is responsible for conducting market research, coordinating and developing marketing plans and campaigns to promote air service. Responsible for planning and conducting a variety of marketing, public relations and advertising activities to inform the public, governmental agencies, civic organizations, visitors, convention bureaus and chambers in the regional market area about current aviation services, policies, aviation industry changes, and airport amenities. The incumbent is expected to exercise independent initiative and judgment in planning, developing and coordinating the airport's Annual Marketing and Communications Plans and reports on accomplishments toward stated goals and objectives. An employee in this class takes the lead in managing and facilitating specific programs and initiatives to create awareness of aviation services. General supervision is received from the Airport Business Services Manager, who establishes policies, indicates results desired, and reviews the work through conversations, conferences, reports, observations, and by results obtained.

**ESSENTIAL AND OTHER IMPORTANT JOB DUTIES****Essential Duties**

Develops plans and coordinates effective marketing, public relations and advertising campaigns and related programs pertaining to air service usage and aviation services to advocate and promote the use of air service and reinforce a positive community image and customer perception. Performs aviation market research, data analysis, data base management, tracks and records aviation market trends and reports program outcomes. Provides effective oral and written reports regarding industry trends and statistical findings. Conducts special surveys and studies into consumer attitudes in aviation services, destination trends and over-all customer satisfaction. Conducts industry research and recommends updates to the Aviation Department's Trends and Issues. Recommends courses of action based upon trends analysis for budget preparation and marketing strategies. Analyzes, prepares reports and disseminates airline schedules and related destination information. Conducts research and maintains appropriate statistics to evaluate campaign(s) and program(s) performance. Monitors economic development planning initiatives and attends pre-development conferences to promote airport use. Develops community awareness of current aviation services and proposed service improvements and engages individuals and groups in the analysis of their effectiveness and efficiency. Attends chamber meetings, tourist and economic development meetings, public meetings, hearings and other activities pertaining to community aviation development. Stays abreast of current issues regarding tourist development initiatives and general marketing, advertising and public relations. Regularly interacts with community leaders to accomplish marketing objectives. Works with City staff and consultants to update, improve and maintain the airport's web site. Develops instructional and marketing presentations for organizations within the community to promote air service education and development. Manages and coordinates requests from schools, community and civic groups to educate youth and adults regarding careers in aviation and other aviation-related topics. Coordinates with consultants and oversees the design of graphics and layouts for print projects, TV commercials, media guides, newsletters, brochures, newspaper and magazine advertisements, and other publications to provide information to target audiences. Develops and coordinates communication plans and produces print materials. Composes press releases, coordinates press conferences, interacts with the media and disseminates public information on behalf of the airport. Provides written and verbal responses to citizen inquiries and complaints and maintains such records. Serves as the front line liaison for customer service programs, projects and activities. Develops articles and advertisements for publication and coordinates placements. Monitors the appearance, maintenance, rotation and termination of all advertisements, banners, displays and other marketing materials within the terminal. Manages the timeliness of broadcast commercials, web

site ads, print ads and the quality and maintenance of all programs launched to promote aviation services and air service. Coordinates and serves as project manager and spokesperson for special airport related events, promotions and marketing initiatives. Coordinates volunteers and community sponsors and partners to participate in special events and activities. Manages and maintains promotional inventory for use during special events and other promotional sponsorships. Plans and coordinates permanent and temporary displays and advertisements in the airport terminal and coordinates related programs to provide information to the public regarding aviation accomplishments, new amenities, routes, schedules, and departmental policies. Coordinates and/or produces photographs and videos of special events and various airport-related activities. Coordinates and/or obtains all Aviation Department media clips, photographs, DVDs and other sources of audio and/or visual media for the historic record and department use. Maintains complete multi-media and publications library. Performs related work as required.

### **DESIRABLE QUALIFICATIONS**

#### **Knowledge, Abilities and Skills**

Considerable knowledge of marketing, advertising and public relations. Working knowledge of media, graphic arts, printing, and publications procedures. Considerable knowledge of aviation rules, regulations, policies and procedures. Ability to deal tactfully, persuasively, and effectively with the public. Ability to communicate clearly and concisely, orally and in writing. Ability to establish and maintain effective work relationships with community partners and high-level officials within the City. Advanced PC operation skills with experience in Windows, spreadsheets, word processing, graphics and presentation packages, and web page design. Considerable knowledge of research techniques, methods, procedures, principles and practices, sources, and availability of information regarding aviation industry and marketing activities. Ability to prepare complex analytical and technical reports. Experience in videography and/or photography skills.

#### **Minimum Training and Experience**

Possession of a bachelor's degree in business or public administration, marketing, journalism, economics, planning, or a related field; or possession of a high school diploma or an equivalent recognized certification and four years of professional work experience that includes aviation marketing, public relations or advertising, or related work experience in the transportation or hospitality industries; or an equivalent combination of training and experience.

#### **Necessary Special Requirements**

Must possess a valid Class E State driver's license at time of appointment.

In accordance with 49 CFR Part 1542, employees must successfully complete a fingerprint-based criminal history records check and a personal background check prior to employment.

Established: 9-12-09