

Job Title:	Airport Marketing Specialist		
Reports to:	Director of Marketing & Air Service	Department:	Administration
FLSA Status:	Non- exempt	Position Classification:	Full Time
Supervises:	None	Date of Last Revision:	

JOB SUMMARY:

Marketing (50%): This position will assist with all marketing programs, advertising campaigns, promotions, delivery systems, community activities, terminal advertising programs, digital media (to include social media management) and other marketing support functions.

Terminal Advertising & Business Development (20%) This position will assist with developing and maintaining paid media strategy. Specific responsibilities include support for the airport and terminal advertising program, including assisting with advertising opportunities in the Airport and creation of new opportunities to maximize Airport advertising revenue

Communications and Media Relations (20%): Assists the Director of Marketing & Air Service Development in the implementation of overall external communications strategies for the Airport including public relations programs and events aimed at maintaining and enhancing the positive image of the Airport. Serve as a member of the Airport Communications Team; including nights, weekends, during inclement weather and airport emergencies.

Information Technology (IT) Coordination (10%) This position will assist in the coordination of IT projects relating to the marketing department and general airport operations. This includes general supervision of a subcontractor and/or PT Marketing IT Specialist.

ESSENTIAL TASKS, DUTIES & RESPONSIBILITIES:

Marketing:

1. Assist the Director of Marketing & Air Service Development with the creation and implementation of the Strategic Marketing Plan for the Charlottesville-Albemarle Airport aimed at fostering expanded use and increased public awareness of the services offered.
2. Promotes Authority’s vision for excellent customer service. Respects and upholds CHO Vision & Values. Adheres to the Authority’s policies, procedures and guidelines.
3. Assists with advertising and promotion programs and assists with the production and placement of advertising media.
4. Assists with the management of the Airport’s web page and social media efforts including content development, regular updates, site management, strategies to stimulate new traffic, and timely responses to customer inquiries.
5. Assists with the creation and distribution of marketing materials including articles, brochures, social media, website and correspondence as necessary.
6. Creatively develop concepts and design print and electronic communications and advertising materials including, but not limited to, billboards, print media, online advertising and website maintenance. Create and compose copy for radio advertising, advertising slogans and other advertising media.

7. Utilize desktop publishing software to create various advertising and promotional materials.
8. Assists the Director of Marketing & Air Service Development in maintaining partnerships with the Convention and Visitors Bureau, Economic Development agencies, travel agents, meeting planners, University of Virginia offices, tour operators, hotel/motel operators, hospitality industry and other groups as directed.
9. Assists with the coordination of special events, i.e. press conferences, ribbon cuttings, etc.
10. Represent the Airport at regional or marketing events.
11. Other duties in order to provide direct or indirect service to the citizens may be assigned as needed.

Terminal Advertising & Business Development:

1. Assists the Director of Marketing & Air Service Development in developing and maintaining a terminal advertising business plan that includes sales goals and strategies designed to maximize airport revenue.
2. Network within the CHO Airport community to promote the advertising opportunities in the airport advertising program.
3. Manage and coordinate with various advertisers and vendors to gather information for the purpose of developing effective marketing strategies within budget; work with advertising firms and vendors to ensure deadlines are met and invoicing is accurate, and negotiate make-goods as necessary; monitor expenditures.
4. Other duties as assigned.

Communications and Media Relations:

1. Assists the Director of Marketing & Air Service Development in the implementation of overall external communications strategies for the Airport including public relations programs and events aimed at maintaining and enhancing the positive image of the Airport.
2. Coordinate the airport's marketing and communications programs to include informational and community relations materials, news releases, public notices, etc.
3. Assist in coordination of media participation in airport events.
4. Skillfully communicate as a member of the Crisis Communication Team in the event of an airport emergency.
5. May be required to accept special assignments during an airport emergency.

Information Technology (IT) Coordination:

1. Assists with the management of airport IT systems which include computers, networks, internet access, telephone lines and other technology; also coordinate with contracted IT specialists while on-site.
2. Directing the work of information technology personnel, setting priorities and coordinating their activities.

Physical Demands:

1. Sitting for long periods of time during normal work day.
2. Bending and stooping, lifting office file boxes and promotional material (50 lbs.)
3. Climbing up and down stairs.
4. Standing for long periods of time inside and outside at events

Work Environment/Conditions:

Routinely completes work assignments in an office environment with no direct hazards, but will also be required to participate in a variety of indoor and outdoor airport events.

Job Qualifications:

1. Must successfully complete all required Fingerprint-based Criminal History Records Checks and employment background checks. Must be able to pass a pre-employment physical and drug test.
2. High School graduate required. Successful completion of college-level marketing or management classes preferred; or four years of work experience that includes marketing, public relations, advertising sales, or related work experience.
3. Familiar with media sales.
4. Ability to communicate complex ideas effectively, both orally and in writing.
5. Ability to multi-task within multiple deadlines and project constraints.
6. Ability to establish and maintain effective working relationships with officials, tenants, other employees, contractors/vendors and the general public.
7. Comprehensive knowledge of software applications to include spreadsheets, word processing, graphic design, web page development and maintenance, and database development and management.
8. Considerable experience in report research, preparation and presentation.
9. Ability to professionally represent airport in a variety of settings.
10. The incumbent must be able to work both independently and as a member the airport manager team and position requires superb organizational skills.
11. Work requires willingness to work a flexible schedule with occasional travel.
12. Ability to operate a motor vehicle. Must possess valid Virginia driver's license with driving record insurable by Authority's automobile liability carrier.

Authority: Make purchases on behalf of the organization in accordance with budget authorization and the requirements of the Authority's approved procurement procedures.