



**The Greater Asheville Regional Airport Authority
(Fletcher, NC)**

Invites applications for

***Vice President Air Service Development &
Corporate Communications***



OVERVIEW

The Greater Asheville Regional Airport Authority (Authority), owner and operator of the Asheville Regional Airport (AVL), invites applications for the position of **Vice President Air Service Development and Corporate Communications**.

The Asheville Regional Airport is an economic engine for the Western region of North Carolina and is a vital partner for industries across the state and beyond. With business opportunities including real estate, land development, and general aviation, the sky's the limit at AVL.

Growth and change have been consistent themes at Asheville Regional Airport for years, and 2024 was no exception, as the airport experienced continued passenger growth serving **over 2 million passengers**. AVL is the **third largest airport in North Carolina** and is on the list as one of the fastest growing airports in the country for the past seven years.

Named as a significant regional partner, it is easy to understand that the Asheville Regional Airport has a tremendous effect on the local economy. The North Carolina department of Transportation's Division of Aviation reported in the January 2025 State of Aviation report that AVL contributes \$3.86 billion in annual economic impact to the region. The airport supports 22,475 jobs, contributes \$324 million in tax revenue to the region, and more than \$1 billion in personal income.

With remarkable growth comes expansion. A cornerstone of regional connectivity and economic vitality, the Asheville Regional Airport embarked on a historic journey with the 2023 ground-breaking of **AVLForward**, the most significant infrastructure endeavor in the airports' 60-plus year history. AVLForward, is a 4-year, \$400 million terminal and air traffic control tower (ATCT) project. When completed it will yield a remarkable airport terminal that stands 150% larger than the current airport with twelve gates and ample room for further expansion, as well as a state-of-the-art ATCT.

The new design concept, inspired by the natural beauty of the Western North Carolina mountains, will feature a spacious and bright grand lobby, contemporary ticketing and baggage claim areas, an inviting concessions plaza, and thoughtfully designed gate areas to enhance passenger comfort and experience. The new terminal is slated to open in the summer of 2025.

Despite Hurricane Helene, visitor demand is returning, and the airlines are returning seat capacity to pre-Helene record-breaking levels by spring of 2025, just in time for the grand opening of AVL's new 8-gate north concourse (learn more here [AVL Forward Microsite | Asheville Regional Airport](#)). It is an exciting time to help lead the air service development, corporate communications and customer experience at Asheville Regional Airport, moving this fast-growing airport into the future.

This vibrant, forward-thinking Airport is seeking a collaborative, and high performing Vice President Air Service Development and Corporate Communications to join its growing team.

THE OPPORTUNITY

Vice President Air Service Development and Corporate Communications



The Greater Asheville Regional Airport Authority is seeking a self-directed, strategic, and customer-focused professional who can build relationships and influence business outcomes.

Overview of Requirements

The Vice President Air Service Development and Corporate Communications is directly responsible for all air service development and corporate communications goals and functions. The position is responsible for the development, planning, implementation, and/or administration of the following strategic functions: (1) air service development activities; (2) marketing and public relations programs; (3) strategic brand development and customer experience processes and programs; and (4) in-terminal advertising revenue generation for the Greater Asheville Regional Airport Authority. Oversees the following departments: Air Service Development, Marketing & Public Relations; and Guest Services. Provides leadership and strategic direction to staff in these departments to ensure organizational goals are met. The position reports to the Chief Administrative Officer (CAO) and will be responsible for the following duties:

Responsibilities and Essential Functions

Directly plans, implements and oversees air service development for the organization:

- Develops and implements an annual air service development strategic work plan.
- Performs/coordinates ongoing and creative market analysis to support the expansion/retention of air service; and to identify strengths, threats, opportunities and weaknesses. Shares information routinely to support operational and financial decision-making and to ensure that air service growth can be operationally supported with airport infrastructure.
- Develops and recommends tactical methods to improve service to existing city market pairs and other potential airline city markets.
- Monitors airfares, schedules, and airline-related information and trends.
- Maintains and publishes airline-related schedules and statistical information, including monthly reports for senior management and the board.
- Develops and maintains productive and positive relationships with airline network planners (with incumbent airlines and potential future airlines).

- Develops and communicates relevant and timely information for airline network planners to aid in their decision-making. Acts as a liaison between airline network planners, President & CEO, and Chief Administrative Officer.
- Develops collaborative relationships with business groups to support air service growth and retention, such as regional tourism and economic development organizations.
- Manages the air service incentive policy, and monitors regulatory issues related to commercial air service.
- Manages air service consultant relationship and scope of work (if applicable).

Directs public information, corporate communications and media relations activities for the organization

- Serves as the primary airport spokesperson and Public Information Officer for news media and develops staff for backup.
- Develops and manages system for news media inquiry / response.
- Ensures appropriate and timely news is released to the media, utilizing up-to-date and effective distribution methods.
- Maintains and updates (at least annually) the Crisis Communication Plan, and trains staff appropriately.
- Ensures public information requests/complaints receive timely response.
- Schedules and coordinates press conferences, as needed.
- Makes public presentations to various interest groups.
- Provides the Executive team with corporate communications support, as needed.

Oversees the Marketing & PR department to ensure annual goals are met

- Works with the Marketing & PR team to develop and implement an annual marketing & public relations plan that aligns with the organization's strategic goals.
- Ensures marketing & public relations strategies are within budget and on brand.
- Seeks and nurtures relationships to develop cooperative marketing & public relations efforts with partner organizations, such as airlines and local chamber, economic development, and tourism groups.
- Ensures airport representation at appropriate industry and local events.
- Measures and communicates results to senior staff as they relate to organizational strategic goals.
- Provides strategic direction to the Marketing & PR department.

Oversees the Guest Services & Advertising Sales department to ensure annual goals are met

- Works with the guest services team to develop and implement an annual departmental plan that aligns with the organization's strategic goals.
- Develops annual advertising sales revenue goals and bonus structure for the guest services and advertising manager, and monitors progress throughout the year. Recommends adjustments due to unforeseen or uncontrollable circumstances.
- Ensures that Guest Services and the Marketing & PR departments are working together to develop positive guest experiences as appropriate.
- Ensures guest services and advertising sales strategies are within budget and on brand.
- Provides support and direction as needed for all guest services programs and functions, including volunteer programs.

Member of senior management team:

- Oversees the annual budgeting process for marketing/public relations and guest services/advertising sales departments and provides routine oversight of the budgets.
- Participates in short- and long-range planning of projects and programs.
- Provides information/updates to the Authority Board as required.
- Establishes benchmarks to measure team performance.
- Is an active leader for the organization's strategic plan, ensuring departments' annual plans and action steps are aligned, measured and moving the organization forward.
- Performs other duties as needed and assigned, including special projects.

Working Conditions

- Job is performed in an office setting, with frequent local travel, and early morning and evening work requirements.
- Position will be subject to call-back in the event of emergencies.
- Some out-of-town travel is required.
- Requires frequent bending, twisting, stooping or turning. Occasional lifting up to 50 pounds is necessary.
- Must be able to drive to various locations on and off airport premises.

Knowledge, Skills, and Abilities

- Manage multiple and diverse activities and projects.
- Read and interpret detailed information.
- Ability to prepare and present clear and concise reports and presentations.
- Specialized ability to analyze and visualize data – both primary and secondary sources.
- Communicate effectively both orally and in writing.
- Develop and implement policies and procedures.
- Positively interact with Authority management and staff, consultants, legal counsel, and representatives of local, state and federal agencies.
- Ability to contribute to a team environment to achieve success for the organization.
- Proficiency in the use of a personal computer and other general office equipment is necessary. Experience with Microsoft Office software, specifically Excel, required. Experience with Tableau and other data visualization tools preferred.
- Ability to provide administrative and professional leadership and direction to staff.

Education and Experience Requirements

- Bachelor's degree in Business Administration, Public Relations, Strategic Communications or a relevant related field is required.
- Master's Degree in Business Administration, Public Relations, Strategic Communications or related field desired.
- Preferred Certifications: Accredited Airport Executive (A.A.E), U.S. Airport Professional (U.S.A.P.), or International Airport Professional (IAP).
- Experience managing large departments and/or teams.
- Minimum of seven years professional experience in air service development, business development, or a related field.
- Minimum of five years experience in management.
- Experience in an airport and/or governmental environment preferred, specifically with air service development expertise.

SALARY

The Authority's benefits are excellent, and **salary is commensurate with experience.**

Benefits include health, dental, vision, life insurance, long and short-term disability, accident and critical illness insurance. AVL employees are also members of the State pension plan and are required to contribute 6% to the North Carolina Retirement System. This position is eligible for 12 paid holidays, vacation leave, sick leave, and professional leave. Additional benefits 401(k) contribution of 5% by AVL, cell phone allowance, vehicle allowance, and longevity bonus.

TO APPLY

To apply for this opportunity, please submit a cover letter, resume, five-year salary history, and a list of three professional references in one PDF document to Lisa Belt of Steven Baldwin Associates, at:

lbelt@baldwinllc.com with "VP search" in the subject line.

In your cover letter, please specifically address your experience and accomplishments in the areas noted in the "Responsibilities & Essential Functions" section above.

Deadline for applications is 5:00 pm February 20, 2025.

NOTE: The Greater Asheville Regional Airport Authority is an equal opportunity employer and does not discriminate based on race, religion, color, national origin, sex, sexual orientation, gender identity, veteran, or disability status. The Greater Asheville Regional Airport Authority reserves the right to not fill the position. Nothing in this announcement guarantees employment.



LOCATION

Strategically located off of Interstate 26 in Fletcher, NC, the Asheville Regional Airport is an essential transportation center and gateway for Western North Carolina. The airport is located approximately 15 miles south of downtown Asheville and 12 miles north of downtown Hendersonville. As the primary commercial service airport in the region, AVL's service area extends beyond Asheville and into all parts of Western North Carolina and portions of northern South Carolina. In addition to connecting Western North Carolina to the global transportation network, the airport plays a significant role in the nation's air transportation system.



THE AIRPORT

The **Greater Asheville Regional Airport Authority** leaders are committed to serving the Greater Asheville area and recognize the value of operating at a high standard, which entails raising the bar and establishing strategic initiatives that will support its success well into the future.

AVL has established the following vision, mission and core values which define who they aspire to be and how they will serve their customers and the region.

Mission *"To champion exceptional experiences and economic vitality"*

Vision *"To be an authentic and convenient gateway for business and adventure"*

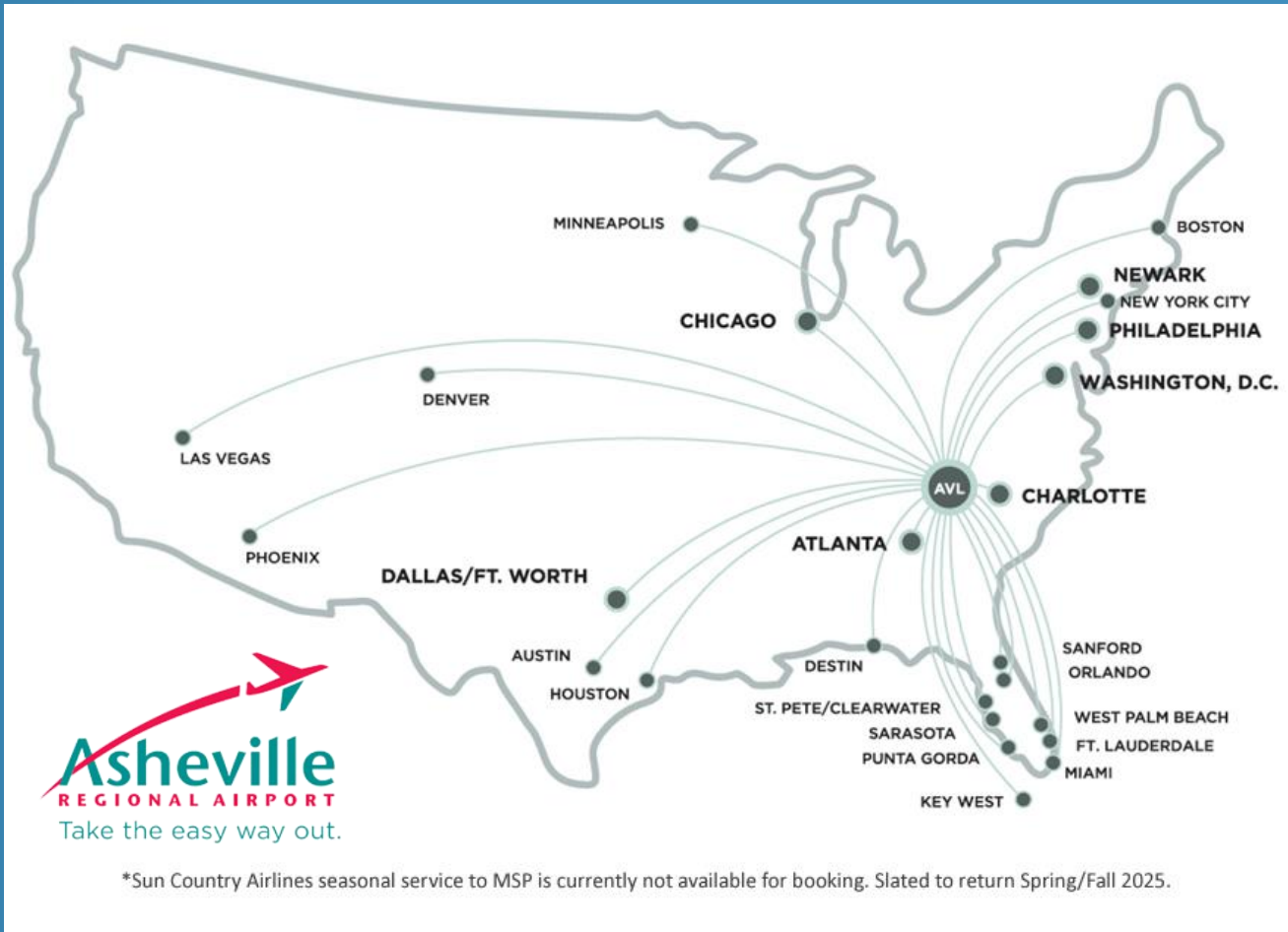
Core Values

Forward
Integrity
Empathy
Welcome

To achieve their vision and mission, AVL is committed to focusing on the following initiatives and strategic objectives:

- Optimize the Customer Experience
- Reinvent the AVL Organization
- Deliver safe and effective operations
- Achieve and maintain financial stability

AVL's footprint expands over 1,000 acres, with an 8,001 foot-long-runway, and 21 taxiways. Land is utilized for both aviation and non-aviation development and is available to lease for hanger construction, aircraft maintenance facilities, and other commercial aviation uses. Land is also available for non-aviation commercial development in the rapidly growing area of Airport Road (NC 280). In addition, airport terminal space is available for appropriate commercial operators.



AVL is the **third largest airport in North Carolina** and is served by six airlines that provide nonstop service to 27 unique airport destinations while serving over 2 million passengers annually. The airlines represented include **Allegiant, American, Delta, JetBlue, Sun Country, and United**. Destinations include major domestic hubs such as Atlanta, Boston, Charlotte, Dallas/Ft. Worth, Houston, Austin, Houston, Washington D.C., New York–LaGuardia, Newark, Denver, Chicago, Philadelphia, Minneapolis, Las Vegas, Phoenix, Sanford, Fort Lauderdale, Orlando, Miami, West Palm Beach, Destin, Tampa/St. Petersburg, Sarasota, Punta Gorda, and Key West.

AIRPORT CULTURE

The **Asheville Regional Airport** values its employees’ strengths and abilities, ethical behavior, diversity, creativity, innovation, and sound judgment. They commit to providing employees with rewarding work and a positive work environment based on trust, respect for each other, and open communication. The airport invests in its community and reaches common goals by building strong relationships.

AVL’s Core Values express how they conduct day-to-day business and provide a consistent set of expectations for all who work at the airport.

FORWARD INTEGRITY EMPATHY WELCOME

AIRPORT ADMINISTRATION

Led by President & CEO, Lew Bleiweis, A.A.E., the airport's administration is responsible for managing the day-to-day operations of the Asheville Regional Airport as well as long-term planning. Financial decisions balance the interests of all and help drive the region's economy. The Authority seeks creative and innovative solutions and conducts business in an honest, fair, and respectful manner, and consistently displays the highest moral and ethical standards. Innovative and collaborative, the Authority challenges itself to be the best while ensuring accountability to itself and its employees.

Mr. Bleiweis is a previous Chair of the Airports Council International North America (ACI-NA) and has served as Chair of the ACI-NA U.S. Policy Board, a member of ACI World Governing Board, a Member of the Board of Directors for American Association of Airport Executives (AAAE), and President of the Southeast Chapter AAAE. Lew is an Accredited Airport Executive (A.A.E.) by the American Association of Airport Executives, and he received his Bachelor of Science degree in Aviation Business Administration/Airport Management from Embry-Riddle Aeronautical University.



THE GREATER ASHEVILLE REGIONAL AIRPORT AUTHORITY

The Greater Asheville Regional Airport Authority (GARAA) is a political subdivision of the State of North Carolina and an independent airport authority. The Authority is governed by a seven-member Board consisting of representatives appointed by the Asheville City Council, Buncombe County Commission, Henderson County Commission, and one regional at-large position appointed by the six board members.





THE COMMUNITY

Asheville, North Carolina is a beautiful city nestled in the Blue Ridge Mountains with a rich history, stunning architecture, and a vibrant community – which is why Asheville has long been known as the “Paris of the South”.

As the world knows, Asheville and the Western North Carolina region were affected by Hurricane Helene in the fall of 2024, with several areas in the region experiencing significant impact. Most of the affected areas were in more rural areas in the greater region. The amazing news is that Asheville and WNC are a vibrant, authentic and mesmerizing region filled with determined and resourceful people. A visit to downtown Asheville today is much like it was before the hurricane – hotels, restaurants, breweries, music venues, art galleries and more are open and busy. WNC, which welcomes 12 million annual visitors, is as alluring as ever – and possibly even more so – because of the added layer of heart and grit now palpable to all who arrive.

Asheville continues to boast a small-town feel while offering all the amenities of big-city life, from jobs to cultural opportunities. The city offers residents beautiful historic homes, art deco buildings, miles of mountain biking and hiking trails to a booming culinary and craft beer scene that has attracted national attention.

There is a strong sense of community in Asheville and with under 100,000 residents, getting to know your neighbors and enjoying some warm Southern hospitality is easy. If you desire living in a place with warm summer nights, mild winters, and pleasant weather throughout the spring and fall, Asheville is calling your name. The region’s temperate climate allows you to get outside and enjoy the scenery year-round, making it easy to live an active lifestyle.

Asheville’s economy and job market are strong, with stable unemployment numbers. The city’s proximity to the Blue Ridge Mountains means that the tourism and hospitality industries provide employment year-round, with an influx of seasonal jobs. Other major employers in the area include The Mission Health System, Buncombe County Public Schools, Eaton Corporation, Ingles Markets, and the University of North Carolina Asheville keep the economy humming.

The historic Biltmore Estate is one of Asheville’s most recognizable landmarks. History buffs can explore the gorgeous grounds and 250 rooms of George Vanderbilt’s lovingly preserved home. This more-than 178,900 square-foot mansion comprises examples of Gilded Age Art and architecture. Other landmarks include the Basilica of Saint Lawrence and The Thomas Wolfe Memorial.

Come home to a community of friends and family. Live where residents care about each other and the environment. Asheville, North Carolina is where culture flourishes and opportunity grows, where work/life balance is built into its core beliefs, and where award-winning architecture and entertainment are always available.

National search conducted by



STEVEN BALDWIN
ASSOCIATES

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