

ASHEVILLE REGIONAL AIRPORT AUTHORITY POSITION DESCRIPTION	
POSITION TITLE: Marketing and Public Relations Coordinator	DATE: 04/19/18
DEPARTMENT/TITLE OF SUPERVISOR: Director of Marketing and Public Relations	GRADE/LEVEL: 3

Position Summary (Primary Function)

Technical and coordination support of the Department of Marketing and Public Relations in the areas of: internal and external communication, media relations, marketing and promotional plans, events, programs and customer service, with outcomes that support AVL's overall goals.

Responsibilities (Essential Functions)

- Website content management and updates
- Technical support to update and maintain digital signage inside and outside the terminal
- Social media and on-line ratings monitoring, and content support with maintenance/updates
- Content development for marketing/communication projects, including photography, videography, writing, simple graphics
- Coordination and maintenance of lists including media contacts, e-news database, frequent traveler and other lists as needed
- Coordination of schedules for various programs, including Paws for Passengers, Art in the Airport, Music in the Airport and Music on the Fly; other coordination duties as assigned.
- Special event and program support, to include the art gallery exhibit installation/uninstallation, music programs, holiday décor installation/uninstallation, PR events (on and off-site), and others as assigned.
- Coordination of promotional items inventory
- Title VI coordination and monitoring
- Crisis communications duties, as assigned
- Guest services clerk back-up, as needed
- Limited after-hours or weekend work required
- Performs other duties as assigned by the Marketing Director

Education Requirements (Evaluation Factors: Skills, Knowledge, Experience, and Ability)

- Associate's degree in marketing, media, business or related field of study. Bachelor's degree preferred.

Experience Requirements

- At least two years marketing/public relations or similarly related experience.

Skills and Abilities



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- Proficiency in the use of computer software including skills in Microsoft Word, Excel, PowerPoint.
- Excellent verbal, written and communication skills
- Strong organizational skills
- Ability to multi-task
- Experience with social media content management (Twitter, Facebook, Instagram, YouTube, Pinterest)
- Experience with website content management, WordPress or Drupal platforms a plus
- Knowledge of graphic design/Adobe Suite a plus
- Basic photography and videography skills
- Must be customer service-oriented, and comfortable working in a public setting
- Ability to exercise independent initiative work and to work as a team player
- Ability to build reports
- Assist in the creation of strategies for promotional purposes.

Supervisory Responsibility

- None

Licenses Required

- Valid North Carolina Drivers License

Certification Required

- None

Latitude/Independent Judgment/Accuracy

- The Director of Marketing establishes workflow for the position
- Diligence must be exercised when handling confidential information
- Reasonable care for equipment/process will prevent damage
- Responsible for own work, but must coordinator work with others

Working Conditions

- Physical Demand - Little physical effort required. Some lifting, carrying, walking, standing, pushing, pulling, stooping, and kneeling requirements necessary up to 20% of the time. Sitting required 80% of the time.



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- Mental and/or Visual Demand - Mental and visual demands vary with function performed. Consistent mental attention needed to monitor work flow and respond efficiently.
- Attentiveness to work procedure will reduce potential risk of minor injury in certain work areas.
- Exposed to normal office environment and limited normal industrial environment.
- Accidents unlikely outside of minor injury such as abrasions, cuts, or bruises.

APPROVAL SIGNATURES:

Department Director	Date: _____
Director of Administration	Date: _____
Executive Director	Date: _____

