

ASHEVILLE REGIONAL AIRPORT AUTHORITY POSITION DESCRIPTION	
POSITION TITLE: Marketing and Public Relations Coordinator	DATE: 03/11/22
DEPARTMENT/TITLE OF SUPERVISOR: Director of Marketing and Public Relations	GRADE/LEVEL: 16

Position Summary (Primary Function)

Technical, administrative & project/program coordination support within the Department of Marketing and Public Relations. Primarily a support role, the coordinator will provide various support in achieving 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 updates
- Production and distribution of weekly employee e-newsletter
- Technical support to update and maintain digital signage inside and outside the terminal, to include some basic page layout following templates and style guides
- Social media content support (scheduling, monitoring, some posting)
- 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; other coordination duties as assigned.
- Special event and program support, to include the following programs: art gallery exhibits, music programs, holiday décor installation/uninstallation, PR events (on and off-site), and others as assigned.
- Coordination of promotional items storage and inventory
- Title VI coordination and monitoring
- Support for crisis communications, as assigned
- Guest services clerk back-up, as needed
- Meeting scheduling for marketing & pr team
- Purchasing support
- 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, but not required.

Experience Requirements

- At least two years marketing/public relations, administrative 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 posting (Twitter, Facebook, Instagram, YouTube, Pinterest)
- Experience with website content management system, WordPress or Drupal platforms a plus
- Knowledge of basic graphic layout/Adobe Suite a plus
- Basic writing, photography and videography skills a plus
- 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

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 coordinate work with others

Working Conditions

- This is a full-time position that works Monday through Friday from 8:30am until 5:00pm.
- 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.