

<b>GREATER ASHEVILLE REGIONAL AIRPORT AUTHORITY POSITION DESCRIPTION</b>	
<b>POSITION TITLE:</b> Vice President – Marketing, PR & Air Service Development	<b>DATE:</b> 08/23/24
<b>DEPARTMENT/TITLE OF SUPERVISOR:</b> Chief Administrative Officer	<b>GRADE/LEVEL:</b> 25 (Exempt)

**Position Summary** (Primary Function)

Responsible for the development, planning, implementation, and administration of the following strategic functions: (1) marketing and public relations programs; (2) air service development activities; (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: Marketing & Public Relations; Guest Services. Provides leadership and strategic direction to staff in these departments to ensure organizational goals are met. This position is directly responsible for all air service development and corporate communications goals and functions.

**Responsibilities** (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 fares, 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).

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**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.

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**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.

**Education**

- Requires a bachelor’s degree in one of the following: Business Administration, Marketing, Public Relations, Strategic Communications, or a related field. A master’s degree is preferred.

**Experience**

- Minimum of seven years professional experience in air service development, business development, marketing, public relations or related field.
- Experience in an airport and/or governmental environment preferred, specifically with air service development and/or communications.

**Special Knowledge, Skills, and Abilities**

- Manage multiple and diverse activities and projects.
- Read and interpret detailed information.
- Ability to prepare and present clear and concise marketing and administrative 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.

**Supervisory Responsibility**

- Recruits, interviews, hires and trains management-level staff.
- Directs and manages the following departments: Marketing & PR, Guest Services.



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**Licenses Required**

- Valid driver’s license, or ability to obtain.

**Certifications Required**

- Prefer an Accredited Airport Executive (A.A.E.) from the American Association of Airport Executives, U.S. Airport Professional (U.S.A.P.) accreditation from Airports Council International – North America, or International Airport Professional (IAP) designation from Airports Council International (ACI World) and the International Civil Aviation Organization (ICAO).

**Latitude/Independent Judgment/Accuracy**

- Position warrants considerable independence and initiative in decision making regarding the air service development, marketing, public relations and guest services functions of the Authority.
- Position requires a high level of technical accuracy, as the level of impact resulting from errors could have a long-term negative effect, both economically and politically.
- Inaccurate work could result in lost revenue and/or increased expenses to the Authority.

**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.

**Other Requirements**

- Must be able to complete and pass a background investigation as required by the Federal Government.

