

GREENVILLE-SPARTANBURG AIRPORT DISTRICT POSITION DESCRIPTION

POSITION TITLE: Director of Marketing & Air Service Development	DATE: 12/15/2017
DEPARTMENT/TITLE OF SUPERVISOR: VP – Commercial Business & Marketing	GRADE/LEVEL: 20 (Exempt)

Apply at www.gspairport.com/jobs

Open until filled

Salary Range: \$78,750- \$131, 250

Position Summary (Primary Function)

Responsible for the development, planning, implementation, and administration of the advertising and marketing programs and air service development activities.

Responsibilities (Essential Job Functions)

- Plans, implements, and oversees advertising and marketing functions:
 - Develops and implements an annual and a three year advertising and marketing plan.
 - Develops and maintains advertising campaigns to include print, radio, television, billboards, etc.
 - Markets to and maintains consistent contact with travel agencies, corporate travel planners, the corporate travel community, and the local travel and tourism industry.
 - Coordinates cooperative marketing efforts with airlines and local chamber, economic development, and tourism groups.
 - Conducts outreach activities designed to influence and educate target audiences about the positive economic impacts of air service and the overall airport to the region.
 - Coordinates the promotion of all services and opportunities offered by the airport and the development and implementation of specific marketing efforts.
 - Maintains a calendar of important airline, airport, and tenant milestones in order to proactively market those events.
 - Oversees the terminal building advertising sales program.
 - Ensures airport representation at various trade shows and local events.
- Plans, implements and oversees air service development functions:
 - Develops and executes comprehensive air service development plans.
 - Performs/coordinates market analysis to support the expansion of both cargo and passenger air service.
 - Identifies and evaluates target air service markets for international and domestic opportunities. Develops short and long-term growth strategies to increase cargo and passenger revenue, including the airline incentive program and public-private partnerships.

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- Develops and executes tactical methods to improve service to existing city market pairs and other potential airline city markets including international opportunities.
- Conducts baseline research and analytics, develops projections, and executes strategic actions in passenger airline, cargo airline, and aviation areas including analysis of demographic and travel trends focusing on short and long-range opportunities to enhance the airport's competitive position in and access to the global aviation system.
- Monitors airfares, schedules, and airline-related information and trends.
- Maintains and publishes airline related schedules and statistical information.
- Leverage industry expertise, best practices, and key business drivers in the development of all short and long range plans and define results.
- Identify and capitalize on business opportunities, both short and long-term.
- Maintain flexibility to adapt priorities based on changing business needs.
- Execute the assigned strategic plan goals for the District.
- Oversee and follow the policies and procedures of the District with regard to the negotiation, preparation, and processing of agreements.
- Determine and manage the department budget and provide support and guidance related to airport expenditures and budgets.
- Provide effective leadership, support, and development of the department employees, including performance management, coaching, training, motivation, and discipline.
- Develop and submit timely and accurate reports.
- Support commercial business development efforts, which include development of initiatives to align the Airport with business community stakeholder needs, while building solid business cases for local businesses to use the Airport.
- Oversee assigned business continuity and emergency management responsibilities.
- Develop and present air service development and marketing presentations.
- Manage trade show coordination and preparation including attendance at various overnight/out of town events.
- Other duties as assigned.

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

- Requires a Bachelor's degree in one of the following: airport management, business administration, public administration, marketing, tourism, or a related field or equivalent work experience.

Experience Requirements

- Seven years' work experience in the practice of air service development or marketing preferably in an airport environment.
- Strong background in sales a plus.
- Demonstrated customer service capabilities.

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Special Knowledge, Skills, and Abilities

- Proficient in using the latest versions of Microsoft Access, Word, Excel, Outlook, PowerPoint, Publisher, and web searches as well as aviation industry databases (i.e. ARC, Diio, U.S. DOT, T-100, BTS, MIDT, Tableau).
- Strong verbal and written communication skills; capability for analytical thinking, dynamic presentation skills.
- Detail oriented and able to handle multiple projects simultaneously. Strategic and tactical thinker.
- Skilled in utilizing social media to accomplish business goals.