

Marketing and Air Service Development Administrator Tompkins County

Department: Airport

Classification: Competitive

Labor Grade: White Collar Grade 15

Approved: 12/2022 by RP

By: RP, Commissioner of Human Resources

MINIMUM QUALIFICATIONS:

- (a) Graduation from a regionally accredited or New York State registered four-year college or university with bachelor's degree **AND** three (3) years of full-time paid (or the equivalent part-time) experience in business management, communications, marketing, or related field; **OR**
- (b) Graduation from a regionally accredited or New York State registered college with an associate degree **AND** five (5) years of full-time paid (or the equivalent part-time) experience in a business management, communications, marketing, or related field; **OR**
- (c) Graduation from high school or possession of a high school equivalency diploma **AND** seven (7) years of full-time paid (or the equivalent part-time) experience in business management, airline management, airport marketing, communications, marketing, or related field; **OR**
- (d) Any combination of training and experience equal to or greater than that described in (a) and (b) and (c) above.

SPECIAL REQUIREMENTS:

Must successfully complete all required Fingerprint-based Criminal History Records Checks and employment background checks.

NOTE: Preference in appointment may be given to individuals with airport or airline marketing experience.

DISTINGUISHING FEATURES OF THE CLASS:

The Marketing and Service Development Administrator at the Ithaca Tompkins International Airport is a professional management level position that is responsible for the marketing program, specifically related to the promotion of airport services. An employee in this role will maintain regular communications within the public through media planning, paid media, website, newsletter, social media, and other forms of communication. As the airport's ambassador, an employee in this title will exercise oversight of the airport's concession vendors to ensure adherence to the airport's marketing strategy and overall brand. This position will report directly to the Airport Director and will act with a great deal of independent judgement.

Internal contacts are with all employees and tenants of the Airport and require professional collaboration on overlapping projects and issues that impact the Airport. External contacts are with other professionals and/or liaisons with other departments and involve administration. The work is performed under the general direction of the Airport Director and Airport Deputy Director in accordance with established policies and procedures, with support from the Tompkins County Communications Director. The employee enjoys a high level of autonomy and independent judgment when carrying out the work. The employee will also assist with coordinating some fiscal and operating functions of the department. The position acts as a liaison with a variety of other departments and agencies. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

- Creation and implementation of the Strategic Marketing Plan for the Ithaca Tompkins International Airport aimed at fostering expanded use and increased public awareness of the services offered.
 - Create advertising and promotion programs and placement of advertising media.
 - Manage the Airport's web page and social media efforts including content development, regular updates, site management, strategies to stimulate new traffic, and timely responses to customer inquiries.
 - Coordinate the airport's marketing and communications programs to include informational and community relations materials, news releases, public notices, articles, brochures, social media, website, and correspondence as necessary.
 - Creatively work and develop concepts and design of print and electronic communications and advertising materials including, but not limited to, billboards, print media, online advertising, and website maintenance.
 - Create and compose copy for radio advertising, advertising slogans and other advertising media.
 - Assists Airport Administration in maintaining partnerships with the Convention and Visitors Bureau, Economic Development agencies, travel agents, meeting planners, educational institutions, tour operators, hotel/motel operators, hospitality industry and other groups as directed.
 - Represent the Airport at regional or marketing events.
 - Produce a comprehensive air service marketing plan to position the Airport to the local community.
- Analyze market factors including market segmentation, identification of key customer populations, prioritizing promotional tactics, developing customer messaging, supervising creative development and promotional deployment.
 - Test market and modify marketing tactics as necessary to maximize air service viability and utilization.
 - Read passenger forecasts and revenue targets, coordinate market surveys, adjust service offerings with partner airlines as possible, and change the promotional mix as needed.
- Work with airport tenants to cross promote.
 - Assist Airport Director & Deputy Director with day-to-day administrative functions of the airport (including, but not limited to resolutions, contracts, financial documentation, minutes, etc.).
 - Assists with business development, data, research, and reports in relation to adding additional air service.
 - Good knowledge of the role of the FAA in the overall functioning of an airport relating to the policies on air service development, airline incentives that can be offered, etc.
 - Create, post, & monitor content on Facebook, Twitter, Instagram, LinkedIn, YouTube, Snap, Tik-tok, etc.
 - Develop and implement a monthly social media content calendar and multiple promotional campaigns
 - Creation and fulfillment of social media contests
 - Write and send customer newsletters.
 - Write and send community and tenant updates.
 - Plan and manage events, press conferences, ribbon cuttings, open houses, customer appreciation days, groundbreakings, media tours, and networking events
 - Strong computer skills
 - Manage and coordinate with various advertisers and vendors to gather information for the purpose of developing effective marketing strategies within budget; work with advertising firms and vendors to ensure deadlines are met and invoicing is accurate and negotiate make-goods as necessary; monitor expenditures.
 - Implementation of overall external communications strategies for the Airport including public relations programs and events aimed at maintaining and enhancing the positive image of the Airport.
- Assist in coordination of media participation in airport events.
 - Skillfully communicate as a member of the Crisis Communication Team in the event of an airport emergency.
 - May be required to accept special assignments during an airport emergency.
- Develop a media asset plan, management, and curation. New inclusive photographic and video media shall be created for use in website, marketing, and promotional uses in conjunction with the Tompkins County Communication Director and Media Production Assistant. Works to increase and promote air service and development of new and continued service.
 - Considerable experience in report research, preparation, and presentation.
 - Must exhibit strong interpersonal skills, including courteous, respectful demeanor, tact/diplomacy, awareness of others, and commitment to building relationships and working with diverse internal and external groups.
 - Motivated, curious, creative, innovative, and productive communicator
 - Must possess strong written and verbal communication skills and the ability to write and present reports and speeches. Including the ability to represent the Airport to the community (public relations skills)
 - Must exhibit strong judgment and decision-making skills.
 - Must present a sense of urgency to organize and prioritize work for Airport's benefit.
 - Produce a list of metrics that can be used to evaluate the overall reach and effectiveness of marketing campaigns, promotions, and social media outreach. Metric must be quantitative rather than subjective in nature. Provide detailed annual performance summary for Airport Administration and the County to review.

- May supervise program components including liaison activities with other departments and agencies, providing information to the public, and interacting directly with customers, tenants, and airport staff.
- May prepare funding proposals or state aid budgets and reimbursement reports.
- Oversees the preparation of or provides a variety of accounting, statistical, and narrative reports as required.
- Serves as support staff to select committees, advisory boards, and councils associated with the work of the agency for specific programs administered by the department in conjunction with other agencies.
- Assists in developing and monitoring contracts and service agreements.
- Other duties as assigned.
- Develop and maintain a terminal advertising business plan that includes sales goals and strategies designed to maximize airport revenue.
- Network within the ITH Airport community to promote the advertising opportunities in the airport terminal advertising program.
- Manage and coordinate with various advertisers and vendors to gather information for the purpose of developing effective marketing strategies within budget; work with advertising firms and vendors to ensure deadlines are met and invoicing is accurate and negotiate make-goods as necessary; monitor expenditures.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Thorough knowledge of office terminology, procedures, and equipment.
 - Thorough knowledge of business arithmetic and English.
 - Thorough knowledge of the organization, functions, laws, policies, and regulations of the agency to which assigned.
 - Ability to read and understand contract documents.
 - Ability to plan and supervise the work of others.
 - Ability to keep records and prepare detailed reports.
 - Ability to communicate effectively both verbal and written.
 - Ability to work efficiently with other County departments, contractors, consultants, and airport tenants.
 - Ability to handle routine administrative details independently, including the composition of letters and memoranda.
 - Ability to understand and carry out complex oral and written instructions.
 - Ability to establish and maintain cooperative relations with the public and other governmental and private agencies.
 - Ability to perform close detailed work involving considerable visual effort and strain.
- Ability to professionally represent airport in a variety of settings.
 - Ability to establish and maintain effective working relationships with management, contractors, vendors, concessionaires, community organizations, and inter-departmental colleagues.
 - Ability to multitask in a fast-paced environment with strong organization skills
 - Ability to work a flexible schedule and attend evening or weekend events, with an occasional need to travel.
 - Comprehensive knowledge of software applications to include spreadsheets, word processing, graphic design, web page development and maintenance, and database development and management.
 - Ability to define problems and resolve them quickly with strong attention to detail.
 - Sound judgment, initiative, and resourcefulness.
 - Tact and courtesy.
 - Good judgment in solving complex clerical and administrative problems.
 - The employee's physical and mental condition shall be commensurate with the demands of the position, either with or without reasonable accommodations.
 - The incumbent must be able to work both independently and as a member the airport team and position requires superb organizational skills.

PHYSICAL, MENTAL AND ENVIRONMENTAL DEMANDS:

Physical:

The employee must be able to sit for extended periods of time within a standard eight-hour workday. Other types of physical effort are moderate to lift boxes of office supplies and paper goods up to twenty pounds. The incumbent's visual acuity must be sufficient to enable them to see and accurately work with information on a computer screen. As a result, this job requires extensive/extreme visual effort as the incumbent must have extensive extension to detail, contracts, resolutions, email correspondence with customers, clients, and other agencies, and ensure all work is accurate.

The employee's hearing must be sufficiently acute to enable him or her to hear, understand and carry out verbal instructions. The employee must have the physical ability to manipulate a computer keyboard and other types of office equipment. These fine motor skills include adequate hand/eye coordination and the full use of fingers, hands, and arms to perform the essential functions of this job.

Environmental:

Environmental factors include the ability to work closely and cooperatively in close physical proximity with others. He or she may occasionally be required to work alone. Almost all work is performed indoors in a temperature-controlled environment, so excessive heat, cold, humidity, noise, etc., are not factors that are significant to this job. The employee may at times be asked to drive to get to remote locations, or otherwise demonstrate the ability to meet the limited transportation requirements of this job.

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