



Airport Public Relations and Media Manager

Category: Exempt
Pay Grade: E25
Job Code: 22712

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

JOB SUMMARY

Manages a broad range of public affairs functions for the airport, including Public Relations, Communications, Media Relations, Customer Service, Community Relations, and Education Programs. Develops and implement programs; serves as Airport Public Information Officer and Media Liaison, including crisis management functions; develops and manages website and social media; coordinates with management team for Airport Strategic Planning. Develops and oversees education programs and public presentations; develops relationships with business and community organizations and engages in extensive public contact; coordinates commercial filming projects and public art programs. Must be able to deal with highly sensitive and confidential information. Work is self-generated and self-directed.

ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)

- Directs and manages public affairs, public information programs, and media relations of airport; establishes and maintains liaison with media and key internal and external organizations. Performs emergency/crisis management PIE function. Maintains awareness of sensitive and high impact issues at airport;
- Directs and develops written and oral communications to represent the airport (media releases, public speaking remarks, etc.);
- Develops/directs multi-media presentations and collateral, including PowerPoint, newsletters, brochures, photography, videos, etc.;
- Performs outreach and develop relationships with community and organizations/groups and otherwise promotes the airport locally;
- Directs and oversees public relations special events (honor flights, press announcements, etc.);
- Develops and implements airport customer service programs to enhance traveler experience; works with all airport service providers on customer service initiatives;
- Responds to and recommends actions regarding customer complaints. Recommends and initiates customer service improvement programs;
- Serves as lead team member in strategic planning initiatives; Initiated employee development programs (originated employee events committee, PIE Pride);
- Manages airport arts program and contracts; develops and manages airport social media and websites;
- Develops RFP's and/or manages contracts (e.g. website, visitor booth, children's play area, marketing & communications, videos, passenger survey, etc.);
- Recruits, trains, and manages volunteers to provide traveler assistance and information seven days a week, day and night. Coordinates and supervises interns;
- Develops and leads education programs, including education tours for children through adult, and special groups;

- Manages commercial filming application review and on-site coordination for airport;
- Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

Bachelor's degree and three (3) years of professional experience in the field of revenue development, marketing, economic development, or related field that includes supervision or supervisory training; or an equivalent combination of education, training, and/or experience.

Special Qualifications (May be required depending on area of assignment):

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Candidate to have completed advanced economic development or finance courses or specialized training directly related to the area of assignment.
- Other knowledge, skills, abilities, and credentials required for a specific position.

Knowledge, Skills and Abilities:

- Knowledge of the principles and practices of economic development and ability to apply this knowledge in varied work situations;
- Knowledge of and ability to use multiple computer applications and software;
- Knowledge of principles and techniques of effective communication.
- Ability to apply computer applications and software;
- Ability to identify and conduct direct mail campaigns to target industry prospects, international and domestic, and handle prospect follow-up from files;
- Ability to plan, direct, supervise, coordinate, organize, and inspect specialized business development projects, programs, and activities;
- Ability to answer inquiries concerning Industrial Revenue Bonds, Enterprise Bonds, Foreign Trade Bonds, labor market, taxes, permitting processes, real estate, international trade, and business financing;
- Ability to plan, assign, and supervise the work of subordinate employees;
- Ability to maintain good public relationships with subordinates, superiors, and the public;
- Ability to analyze business trends as they affect the local economy;
- Ability to work independently on complex and confidential tasks;
- Ability to make minor decisions in accordance with County ordinances and practices.

PHYSICAL/MENTAL DEMANDS

The work is sedentary work which requires exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects, including the human body. Additionally, the following physical abilities are required:

- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Hearing ability: Sufficient to hold a conversation with other individuals both in person and over a telephone; and to hear recording on transcription device.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Mental acuity: Ability to make rational decisions through sound logic and deductive processes.
- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Repetitive motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Standing: Particularly for sustained periods of time.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

WORKING CONDITIONS

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.