



Manager, Air Service Development & Marketing

Category: Exempt
Pay Grade: E25
Job Code: 22714

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 efforts aimed at attracting/recruiting airlines and air cargo carriers to the St. Petersburg-Clearwater International Airport (PIE), as well as increasing flights and capacity levels in existing domestic and international markets. Manages relations with air carrier network planning contacts, including ensuring timely response to inquiries, preparation of analytic assessments on behalf of air service efforts, and the delivery of time sensitive reports to airline representatives. Manages development and delivery of reports for regularly scheduled network planning conferences, as well as ad hoc meetings. Manages consultant relationships, including communicating project specifications and expectations. The position is also responsible for developing and implementing programs and activities related to community involvement, special events and the execution of marketing agreements pertaining to advertising/promotion of the Airport and its tenants. Work is performed under the supervision of the Airport Director requiring independent judgment, discretion, initiative and supervisory ability.

ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)

- Manages efforts aimed at attracting/recruiting airlines and air cargo carriers;
- Develops and supervises prospect presentations and statistics for use in promoting the County and continues to enhance and upgrade all products for marketing the County;
- Maintains contact with business prospects, providing acquaintance tours of the County and the airport and coordinates with regional, state, and national economic development organizations to ensure resources available are being leveraged to the greatest extent possible;
- Confers with tenants, staff, concessionaires, airline representatives, and public on terms, conditions, and responsibilities of leases and contracts;
- Develops and maintains contacts and close working relationships with economic development organizations, local governments, Chambers of Commerce, existing business, and industry;
- Develops alternate revenue sources from concessions, naming rights, sponsorships, etc.;
- Develops and implements programs and activities related to community involvement, special events, and the execution of marketing agreements pertaining to advertising and promotion of airport and tenants;
- Develops businesses for the airport and surrounding airport lands;
- Solicits, compiles, and summarizes data from other governmental agencies, economic development organizations, and existing business and industry;
- Responds to media requests and serves as media liaison;
- Assists business prospects in an effort to locate them in the County and encourages and assists local businesses in expansions and developing foreign market opportunities;
- Monitors changes in policies, procedures, and laws related to business assistance, business development and the grants area;

- Coordinates participation for and attends local, state, national, and international target industry trade shows and conferences;
- Attends events and meetings with community stakeholders relevant to air service and economic development strategies;
- Liaison with federal, state and local government representatives, assist with legislative priorities and coordinate lobbying efforts involving airport matters;
- Monitors division's annual budget and reports quarterly on status;
- 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.