

AIRPORTS MARKETING AND PUBLIC RELATIONS COORDINATOR**DEFINITION**

Under general direction, plans, organizes, and coordinates the Airports' Marketing or Public Relation activities; develops working relationships with industry and non-industry stakeholders and peers, community agencies to market the Airport internationally, nationally, regionally and on the local level, to but not limited to, airlines, travel agents, and international travel industry; and plans community events for the Airport facility.

SUPERVISION RECEIVED/EXERCISED

Receives supervision from the Department Director or Designee. Exercises supervision over subordinate staff. Selects, trains, prepares performance evaluations, and recommends disciplinary actions for subordinate staff.

DISTINGUISHING CHARACTERISTICS

The Marketing and Public Relations Coordinator plans, organizes, and manages the Marketing and/or Public Relations activities of the Airports Department. Duties include developing and implementing marketing strategies and activities to attract new/increased passenger and cargo service to Fresno Yosemite International Airports and general aviation services at Chandler Executive Airport, public relation activities, serving as liaison with media representatives, and as appropriate, spokesperson for the Airports Department. This is an unclassified position in which the incumbent serve at the will of the Department Director.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

(May include, but are not limited to, the following:)

Plans, organizes, and manages the Marketing and/or Public Relations activities for Airports; organizes, develops, coordinates, and implements overall airport marketing strategy and media/public relations.

Prepares and maintains statistical data and reporting of on-going monthly activity reports of airport operations and passenger statistics.

Prepares and presents staff reports to City Council.

Develops marketing initiatives and specific marketing plan.

Develops, prepares, and administers the section budget.

Collects data, researches, and analyzes specific information on new trend of airline "incentives" offered by airports to prospective air carrier service providers.

Prepares and distributes press releases, newsletters, surveys, and community presentations; functions as Airports spokesperson and primary media contact; disseminates media releases concerning airport activities and achievements.

Performs duties related to public relations and governmental affairs associated with the aviation industry.

Prepares briefing materials for presentation by the Director of Aviation to key local, state, and federal officials and political figures.

Develops a working knowledge of federal and state regulations and new legislation.

Interacts with staff members of state and congressional delegation to further Airport political agenda, which assists in meeting Airport goals and needs.

Coordinates educational tours, special events, terminal exhibits and receptions.

Performs promotional activities to expand existing programs and uses of the Airports' properties.

Plans and organizes advertising and special event activities designed to promote the Airports' image, air service and community involvement.

Coordinates the production of advertising brochures, pamphlets, etc., with the Airports Properties Division.

Establishes and maintains positive interaction as Airports liaison with business, travel agents, local, state and regional governmental representatives and aviation agencies.

Maintains responsibility for the historical library of information, photography and resources specific to the Airports' progress and development.

Supervises assigned staff, selects, trains, prepares performance evaluations, and recommends disciplinary actions for subordinate staff; provides training for airport volunteers.

Performs related duties as required.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Operations, services, and activities of a public information and/or marketing programs.

Advertising methods, including graphic design layouts, electronic broadcast, and print media and web page.

Principles, techniques, and objectives of public relations as applied to airport operations.

Media relations and organizational communication strategies.

Methods and techniques of journalistic writing and reporting.

Techniques of preparing, producing, and disseminating information.

Elements of publication production, including printing.

Relationships between the Airport, the media, general public, and other government agencies.

Research methods, techniques, and procedures.

Methods and techniques used in developing communications for internal and external audiences.

Regulations, procedures, and services of municipal departments and agencies.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Principles and procedures of record keeping and filing.

English usage, spelling, grammar, and punctuation.

Skills to:

Use computers and applicable software applications.

Ability to:

Learn the aviation industry issues and airport/airline operations.

Learn air transportation federal and state regulations, legislation, and budgetary qualifications.

Learn sales and marketing techniques specific to aviation business and tourism.

Conduct market research and analytical studies.

Professionally and proactively represent the Airports Department. .

Compose news articles, speeches, reports, and letters using computer technology.

Shoot, edit, and write to video/audio.

Analyze complex projects and administrative problems and suggest solutions.

Respond tactfully, clearly, concisely, and appropriately to inquiries from the public, press, or other agencies on sensitive issues.

Plan, organize, and direct the work of subordinate staff.

Establish and maintain effective working relationships with concessionaires, facility users, outside agencies, employees, the media, and the public.

Communicate effectively both orally and in writing.

Establish and maintain an effective network with both the public and private aviation sectors.

Prepare clear, concise, and comprehensive reports, correspondence and other materials.

MINIMUM QUALIFICATIONS

Education:

Graduation from an accredited college or university with a Bachelor's Degree in marketing, business administration, public administration, public relations, advertising or closely related field; and

Experience:

Four years of experience in management of a marketing or public relations program.

Additional qualifying experience may be substituted for the education on a year-for-year basis, up to a maximum of two years.

Special Requirements:

Possession of a valid California Driver's License at time of appointment.

APPROVED: _____
Director of Personnel Services

DATE: _____

Original 01/21/2000
First revision 09/16/2005
Second revision 10/09/07 MAH
Revised: Ralph Andersen & Associates 02/05/2014