

MAJOR FUNCTION

This is responsible administrative and supervisory work directing the operations of the Tallahassee Regional Airport's Business Services Division. The incumbent is responsible for developing and implementing market strategies; representing the Airport to the public, vendors, and others seeking to do business at the Airport. The incumbent provides oversight and management of concessionaires and leasehold tenants; develops applicable business standards and procedures to support the mission, overall goals, and objectives of the Tallahassee Regional Airport; and manages the staff and resources assigned to the division. The incumbent exercises considerable independent judgment, discretion, and initiative in carrying out the daily operations of the Division and reports to the Director-Aviation. Accomplishments are judged through conferences, customer feedback, written reports and observation of results achieved.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Duties**

Manages the staff and resources dedicated to the Tallahassee Regional Airport's Business Services Division, including preparing and administering the division's personnel and operating budgets. Plans assigns, supervises, and reviews the work of clerical and professional staff. Directs the Airport's marketing and public information programs, including the development and implementation of marketing and communication plans, media relations, printed publications, Internet site, advertising, community relations and volunteer programs. Coordinates the collection and analysis of data designed to provide customer feedback and preferences regarding services and activities and measure the effectiveness of programs and initiatives. Directs the content, design, and architecture of the Airport's web site to effectively reach Airport customers. Develops request for proposals, bids, agreements, and amendments; reviews and/or recommends business deals and takes the lead in coordinating Airport business development. Develops and coordinates the processes for entities doing business at the Airport. Administers and maintains all leasehold and concession records and/or documents providing follow through on issues to assure contract compliance. Responds to customer complaints regarding Airport operations. Coordinates tenant relations, communications, and assistance programs. Maintains liaison with City's legal staff, tenants, and contracting parties relative to property leases, concession contracts, management agreements, and other business matters. Prepares reports and project proposals for discussion with the Director-Aviation. Prepares reports, memoranda, speeches, and correspondence. Addresses public and private groups. Recommends the selection, placement, promotion, training, development, and discipline of division staff. Conducts performance evaluations and recommends approval or disapproval of merit increases. Performs related work as required.

Other Important Duties

Coordinates presentations that showcase Airport amenities, educational programs, and business opportunities. Represents the Airport's interests at local, state, and national events, while delivering the Airport's message. Keeps informed of major industry trends and developments. Attends external and/or city sponsored developmental opportunities to increase general and industry specific knowledge base. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills:**

Thorough knowledge of the principles and practices of public relations, marketing, communication, media relations, as well as communicating via the Internet. Thorough knowledge of research methods and techniques, and methods of presentation. Knowledge of lease and concession transaction procedures. Ability to deal tactfully and effectively with the traveling public, press, department/division directors and other employees. Ability to creatively and effectively draft a variety of documents such as reports, marketing plans, and pamphlets. Ability to formulate creative strategy for handling a wide range of communications/marketing issues. Ability to plan, direct, supervises, coordinate, organize, and inspect

marketing services programs and activities. Ability to organize time, prioritizes on-going work programs, and utilizes resources for maximum benefit. Ability to assign and review the work of subordinates and provide proper instruction in a manner conducive to optimum performance. Possesses excellent group process and facilitation skills. Skill in the use of computers and associated programs and applications necessary for successful job performance.

Minimum Training and Experience

Possession of a Bachelor's degree in journalism, marketing, public relations, communications, business or public administration, or a related field and four years of work experience at the professional level or higher in either of the degree areas listed above; or an equivalent combination of training and experience. At least one year of the required experience must have been in a supervisory capacity.

Necessary Special Requirements

In accordance with 49 CFR Part 1542, employees must successfully complete a fingerprint-based ten-year criminal history records check and personal background check prior to employment.

Established: 01-10-07