

**PANAMA CITY –BAY COUNTY AIRPORT AND INDUSTRIAL DISTRICT
NORTHWEST FLORIDA BEACHES INTERATIONAL AIRPORT**

JOB DESCRIPTION

CLASSIFICATION: Manager of Marketing and Communications

DEPARTMENT: Executive

SUPERVISOR: Executive Director/CEO

EFFECTIVE DATE: October 1, 2024

PAY LEVEL: 114 (\$73,202.10 - \$131,763.78)

PAY CLASSIFICATION: Exempt

DEFINITION: The position will be responsible professional and technical work assisting the Executive Director/Chief Executive Officer (CEO) in a variety of airport marketing/advertising initiatives, public outreach, and communications functions in support of the Airport’s mission and the Board of Directors.

Duties are performed with considerable independence requiring the exercise of judgment and initiative in day-to-day operations. The work is performed under the administrative direction of the Executive Director.

ESSENTIAL DUTIES:

- Serves as liaison between Airport staff, Airport tenants, Regional and Local Government, and community groups, providing accurate public, corporate, and community information; manages crises communications.
- Manage the board meeting process, to include but not limited to prepare/review materials and documents submitted to the Board, compile agenda package and distribute as required.
- Manage board agenda process, coordinating with internal departments and legal counsel ensuring all documents are in proper format and include the correct recommendation and language.
- Provide support to Executive Director/CEO and Board members as required.
- Represents the Executive Director/CEO in their absence at various community, organizational and governmental meetings.
- Monitors Airport information on projects and special events with the goal of developing and maintaining positive community relations; works with Airport sections to coordinate informational activities, especially those concerned with noise monitoring and abatement, runway use, and major Airport construction projects.

- Coordinates and assists with special projects, events and programs requiring knowledge of community concerns and issues, including Federal Aviation Administration (FAA) and Transportation Security Administration (TSA) requirements and procedures.
- Responds to complaints or requests for information; assist the Custodian of Public Records.
- Directs marketing and advertising strategies and consultants; organizes, coordinates, and administers programs consistent with strategic goals and within available budget.
- Directs the Airport's communications programs to include informational and community relations materials, news releases, public notices, etc. as related to stakeholders, tenants and various publics.
- Oversees the Airport Terminal advertising contract and coordinates the additions and removal of all advertisements with the appropriate staff members.
- Helps coordinate new passenger amenities and oversees existing community partnerships at the Airport Terminal including Art programs, photo op spots and historical exhibits.
- Prepares and issues press releases and articles concerning the Airport's role in the community, current issues, and relevant legislation through various mediums.
- Directs creative development of concepts and designs for print and electronic communications and advertising materials including, but not limited to, billboards, print media, online advertising, and website maintenance.
- Creates, proofs, and edits communication's content; maintains consistency in websites and print material design.
- Develops and coordinates a system for communication to ensure website interactivity reflects the Airport's commitment to customer service.
- Responsible for all social media postings and messaging; conducts website and mobile applications analytics to identify trends in site traffic for potential design improvements; maintains the security of Airport's websites; updates dynamic and static content; and ensures hyperlinks are refreshed and updated.
- Manages all media relations; coordinates response to newsworthy events and media inquiries.
- Responsible for coordination of press releases, social media, and website content in a time-sensitive manner.
- Directs the Airport's outreach program including speaking engagement material preparation, presentations, scheduling, program promotions, etc.
- Hosts press conferences, ribbon cuttings, public announcements, open houses, community events and speaking engagements with all logistical preparations in place.
- Evaluates national, state, and local award opportunities and solicits/submits nominations to gain recognition for outstanding Airport projects, programs, facilities, and leadership.
- Assists the Executive Director/CEO in air service development responsibilities.
- Attends air service development conferences and prepares the appropriate marketing materials in the pursuit of additional service.

- Ensures compliance with Federal, State, and local policies and procedures, legal deadlines and other requirements for correspondence, legal advertising, certifications, public records requests, and other documents.
- Performs other duties, as assigned.

QUALIFICATIONS: Graduate from an accredited college or university with a degree in Public Relations, Communications, Marketing, Public Administration, or related field. A minimum of 5 years of experience in Communications, Public/Government Affairs, and/or Community/Corporate Relations or a related field which involved primary duties in editing, creating, and planning communications content, public speaking, media contact, and/or community contact/liaison; or an equivalent combination of related education and experience.

REQUIREMENTS: Must pass pre-employment drug testing as well as periodic testing in accordance with airport policy; must pass a 10-year, fingerprint-based, criminal history records check and Security Threat Assessment (STA) as required by the Transportation Security Administration. Schedule could include evenings, weekends, and holidays to meet the needs of the Airport.

Must possess a valid Florida Driver's License at time of hire.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

SUMMARY:

Occasionally - Lift/Carry: 20-35 - lbs., Push/Pull: 20-35- lbs., Kneel, Climb, Crawl, Reach above Shoulder and Reach Outward, Drive

Frequently - Lift/Carry: 20 lbs or less., Push/Pull: 20 lbs or less., Bend, Twist/Turn, Stand

Constantly - Hand/Fine Motor Skills, Walk, Sit, Type/Keyboard

DISCLAIMER:

The examples above are illustrative and not intended to describe every function which may be performed by this job class. The omission of specific duties does not preclude management from assigning specific duties not listed, if such duties are a logical assignment to the position.