

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

DUTIES This is a non-career term job at the Metropolitan Washington Airports Authority (Airports Authority). Serves as a Corporate Strategic Planning Analyst for the Metropolitan Washington Airports Authority (Airports Authority). Performs strategy formulation, development, implementation, and evaluation to help position the Airports Authority for competitive advantage and success in both the Aviation Enterprise and the Dulles Corridor Enterprise.

--Helps the Manager, Corporate Strategic Planning (Supervisor) and other key decision-makers to (a) assess the current state of the organization, its operations and services, internal and external dynamics, and other factors, (b) make forecasts, (c) identify the desired end state and (d) develop and implement the ways and means to reach it. In addition, helps the Supervisor and other key decision-makers (e) integrate the objectives and activities of major business units and functions to achieve unit/function-specific and overarching, Airports Authority-wide organizational and programmatic goals in the near-, mid- and long-term.

--Develops proposals for, or refinements of, and advocates for an integrated strategic planning process; helps implement and further refine the approved process. Helps develop vision and mission statements and helps define organizational values.

--In individual strategic planning assignments (of units, functions and processes):

Analyzes internal strengths and weaknesses and external opportunities and threats (SWOT), establishes long-term organizational objectives and strategies to achieve these objectives, develops supporting action plans and key performance indicators (KPIs) to track progress, recommends allocation of resources to work toward objectives, monitors deployment of approved resources (such as capital, labor and equipment, including technology) and facilitating mechanisms (such as motivation and deployment of personnel, condition of management information and financial systems vis-à-vis strategic support), and reviews/refines strategies and implements corrective actions.

Conducts environmental scans and compiles business intelligence (including competitor intelligence) to help enhance visioning and forecasting to align and unify the strategic and operational views and various perspectives of stakeholders. As pertinent to assignments, helps synthesize current states of, and forecast changes in, technologies, demographics, air carrier, traveler and other customer wants/needs, and other factors to identify high-potential, sustainable business opportunities, as supported by (appropriate) broad-scope or narrow-scope analyses. Helps identify, analyze and discern trade-offs using various quantitative and qualitative means to maximize the value proposition. As pertinent to assignments, researches and recommends new or expanded revenue streams or service/support operations, pricing formats, specially-targeted service offerings, multi-faceted service offerings, one-time or continuing and sustainable service offerings, other high potential new ventures, consolidations/retrenchments, etc.

--Monitors and assists in the review of internal business intelligence such as quality, timeliness, service-orientation and other characteristics of current and planned Airports Authority programs, products and services (including Airports Authority information and decision support systems, policies, staff capabilities, financial position and other key internal factors) to assess internal strengths and weaknesses in terms of current/future business strategies and to provide a holistic and systems-based perspective on strategic issues.

--Monitors and assists in the review of external business intelligence such as quality, timeliness, service-orientation and other characteristics of current and known/suspected plans for competitor programs, products and services to provide a holistic and systems-based perspective on strategic issues; this includes synthesis of information about changing regulations, demographics, economics and other key external factors to assess external opportunities and threats in terms of current/future business strategies.

--Reviews, and recommends improvement of business plans and operations; this includes assessment of organizational readiness for, and exercise of, operational agility and flexibility.

--Coaches/advises and collaborates with key staff throughout the Airports Authority, as pertinent to assignments, to facilitate development of unit-and function-specific strategies for achieving unit- and function-specific business initiatives that are purpose driven, performance oriented and consistent with Airports Authority missions and values and generally accepted management principles.

--Identifies threats to early stage initiatives, and develops and recommends strategies and tactics to overcome resistance to change and other behaviors that may impede successful implementation of initiatives.

--Performs mathematical and statistical analyses of financial, economic, managerial and operational data; this includes development and use of mathematical models to assist in planning and decision making. Performs return on investment (ROI) and total cost of ownership (TCO) analyses.

--Prepares written materials such as business case scenarios, justifications, and analyses of non-routine technical issues. Prepares and presents formal briefings and presentations to the Airports Authority's Board of Directors and Board Committees (such as the Strategic Development Committee, the Finance Committee and the Risk Management Committee), Airports Authority's senior executive staff, Federal Government departments/agencies (such as the US Department of Transportation and the Federal Aviation Administration), airport industry groups, aviation industry groups, etc., regarding the Airports Authority's strategic planning, audits, financial controls, various reviews and other efforts.

--As assigned, collaborates with staff at all Offices. May work especially closely with the Office of Air Service Development, the Office of Business Administration and various other departments of Ronald Reagan Washington National Airport (DCA) and Washington Dulles International Airport (IAD) regarding current and potential frontline and business support

services/ventures as well as administrative and logistical support operations to identify, obtain, analyze data and information to develop recommendations.

--Communicates and interacts effectively with internal and external business contacts including, but not limited to, other members of the unit/team, other Airports Authority employees (such as Board staff, senior leadership, managers, supervisors, professionals, and support staff), external auditors, consultants, vendors and suppliers to exchange routine and non-routine information about assigned functions, to make formal presentations, to collaborate and coordinate fully, and to perform other functions.

--Uses a computer for various office suite applications (email, scheduling, word processing, spreadsheets, graphics, flow charting, etc.) and specialized software such as statistical tools and Enterprise Resource Planning (ERP) applications with emphasis on spreadsheet and presentation applications to compile and analyze data and prepare reports.

--Operates a motor vehicle on the airport complexes (primarily landside, but also airside), and off the airport complexes, to attend meetings, make site visits, and perform related functions.

--*Performs other duties as assigned.*

Critical features of this job are described under the headings below. They may be subject to change through reasonable accommodation or otherwise.

MINIMUM QUALIFICATIONS (MQs)

To be rated qualified for this job, an applicant must meet all of the MQs listed below at the time of vacancy announcement closure.

1. A bachelor's degree in any field providing a strong foundation for successful performance of the DUTIES in this job description, or an equivalent combination of education, experience and training totaling four years.
2. Six years of progressively responsible experience in most of the DUTIES in this job description, to include (1) (a) assessing the current state of an organization, its operations and services, internal and external dynamics, and other factors, (b) making forecasts, (c) identifying the desired end state and (d) developing and implementing the ways and means to reach it, (2) developing and tracking key performance indicators, (3) developing clear, detailed internal and external business strategy reports and presentations for management, and (4) using a variety of quantitative and qualitative measures in strategic planning or operations research.

A fully equivalent combination of education and training beyond what is needed to satisfy MQ 1 may be substituted for all six of these years of experience provided the education and training provide evidence of the skills and abilities required by MQ 2. One example is a master's degree in any field that demonstrates ability to successfully perform the DUTIES in

this job description, such as those listed in items (1) through (4) above; it may be substituted for up to two years of the required six years of experience.

PREFERRED QUALIFICATIONS

The qualifications listed below (if any) are preferred and may be considered in the selection process, but they are not required to be rated qualified for this job.

1. A Bachelor's Degree (or higher) in Mathematics, Business, Finance, Accounting, Economics, Statistics, Computer Science, or a related field.
2. Certified Management Accounting (CMA) from the Institute of Management Accountants (IMA) or Certified Public Accountant (CPA).
3. Experience performing statistical analysis of large amounts of data utilizing advanced features of Microsoft Excel, or specialized statistical tools such as SAS, SPSS, R, or an equivalent tool.
4. Four years of experience performing integrated strategic planning, financial reporting, return on investment and total cost of ownership analyses, and performing statistical, economic, demographic, and regulatory analyses and performance measurement or benchmarking using Enterprise Resource Planning software and systems such Oracle ERP.
5. Economic analytical experience in the transportation industry.

KNOWLEDGE, SKILLS, ABILITIES AND OTHER FACTORS (KSAOs)

The following KSAOs are required for successful performance of this job and are a basis for rating and ranking applicants who are found to meet the MQs. *Local, Federal, airport industry or Airports Authority-specific bodies of knowledge listed below may be acquired on the job, typically; ability to rapidly acquire them is required at the time of vacancy announcement closure.*

1. Knowledge of business, business management, business planning, and operational process analysis and flow process analysis techniques, such as business intelligence gathering and assessment and linear programming, simulations, and other quantitative and non-quantitative analyses, to analyze inter- and intra-organizational programs/operations/services to help identify duplications, overlaps, shortcomings, options for improvement, innovation, etc., as well as knowledge of and skill in strategic business planning for competitive advantage, altogether to perform a full range of strategic business planning functions.
2. Knowledge of economics theory and analysis (such as ROI and TCO analyses), including economic modeling and forecasting, to help measure the risks and benefits of Aviation Enterprise and Dulles Corridor Enterprise operations/services/ventures, to prepare analyses of the airport industry and competitors for strategic business planning purposes, to review

economic impact studies of key transportation sectors/projects and other economic/demographic analyses for policy development and decision-support, and to perform other functions.

3. Knowledge of Airports Authority organization structure, operations, key programs and projects, especially air service development issues/initiatives and capital improvement programs/projects, financial programs, Dulles Toll Road operations, and the Airport Use Agreement and Premises Lease, to identify programmatic/operational/financial factors and implications for strategic planning and other purposes.
4. Skill in problem solving to select, organize and logically process relevant information (verbal, numerical or abstract) to solve a problem. This includes skill in recognizing subtle aspects of problems, identifying and analyzing relevant information and making balanced recommendations that may influence strategic business plans/operations/initiatives of the Airports Authority. Examples include (a) skill in applying a variety of quantitative and qualitative techniques to assess the financial or programmatic pros and cons of business initiatives/operations, (b) skill in assessing Airports Authority procedures used in various business operations (line and support) to identify redundancies, overlaps, gaps, etc., for process improvement and business opportunity purposes, (c) skill in interpreting the impact of economic factors, demographic factors, regulatory factors and other factors on business opportunities, and (d) skill in assisting managers and key staff in complying with requirements and applying business planning processes to improve yields in their own functional domains.
5. Skill in written communication to understand written information (including facts, assertions and arguments), draw inferences, form hypotheses and develop logical arguments, and to express such information in writing so that others will understand and, at times, be convinced or persuaded. This includes skill in preparing or reviewing written materials, including reports, routine correspondence and instructions, non-routine technical issues, one-time business justifications, etc.
6. Skill in oral communication to understand verbal information (including instructions, descriptions, ideas, facts and sometimes conflicting assertions and arguments), draw inferences, form hypotheses, develop logical arguments, and to express such information verbally so that others will understand and, at times, be convinced or persuaded. This includes skill in encouraging effective oral communication by others, such as managers and staff concerning their business plans, operations and problems, skill in articulating higher management's vision and objectives, and skill in making formal presentations to groups with diverse backgrounds and perspectives.
7. Skill in using a computer and modern office productivity software for communicating, planning, scheduling, preparing spreadsheets and analyzing data, word processing, presentations, etc., and in using specialized software (such as ERP system modules, including financial applications) to collect and analyze financial and non-financial data.

8. Interpersonal skills to interact effectively with business contacts in a businesslike, customer service-oriented manner.

RESPONSIBILITY Is responsible for performing a full range of strategic planning functions to help position the Airports Authority for competitive advantage and success. The work directly impacts the accuracy and adequacy of information and analyses used by Airports Authority decision-makers to determine the strategic plans and focus of the Airports Authority for the Aviation and the Dulles Corridor Enterprises.

Reports to the Manager, Corporate Strategic Planning (Supervisor). The Supervisor makes initial assignments in terms of functional responsibilities, overall objectives, priorities, and special considerations. Most work flows to the incumbent as a result of established processes for assigned functions; the Supervisor and incumbent together decide upon time frames, resources and other parameters for accomplishment of special projects and assignments. The incumbent works independently in carrying out the work (planning/taking steps, coordinating/consulting with others, etc.) within established guidelines, priorities, and deadlines, and keeps Supervisor apprised of progress. The incumbent seeks advice and assistance from the Supervisor on, unusual, critical, particularly complex or high visibility/impact or time-sensitive matters, etc., typically presenting them with thorough analysis, advice and recommendations. Work is typically reviewed in terms of quantity, quality, timeliness, customer service, teamwork, adherence to guidelines, specific performance management requirements, and other factors.

Guidelines and references include, but are not limited to, the Airport Use Agreement and Premises Lease; Airports Authority regulations, directives, policies, and procedures; programs, operations and services of the Airports Authority and of the airport industry in general; key internal and external factors pertinent to SWOT analyses for competitive advantage (such as economics, demographics, and consumer/traveler wants/needs/preferences); Federal and state laws and regulations related to the aviation and travel industries; software manuals; etc. The incumbent uses judgment and discretion in selecting, interpreting and analyzing economic, demographic, regulatory and other factors pertinent to strategic business planning, ROIs, TCOs, etc.

EFFORT The work is primarily sedentary. Incumbent may sit for extended periods while performing desk work. Regularly uses a computer and calculator. Exchanges information by telephone and email often. Typically exerts light physical effort in opening and closing file drawers, retrieving files and otherwise moving about to obtain or distribute work materials. Regularly reviews business and financial reports containing small print. As assigned, presents appropriately (articulation, tone, volume, intonation, wording, clarity and the like) in formal presentations. Operates a motor vehicle using judgment based on weather, traffic and other factors.

WORKING CONDITIONS Works in an adequately lighted, adequately ventilated and temperature-controlled office setting. Is subject to job pressures from the dynamics of high-visibility work in a 'fluid environment' and during peak periods typically linked to budgeting/planning/reporting cycles.

OTHER SIGNIFICANT JOB ASPECTS None