

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

FUNCTIONAL DUTIES Serves as Digital Strategy Program Manager in the Department of Revenue and Planning (Department) of the Office of the Executive Vice President and Chief Revenue Officer (Office), Metropolitan Washington Airports Authority (Airports Authority). Creates and implements the Airports Authority's social media and website strategy and controls its content. Manages the Airports Authority's presence on social media sites including, Facebook, Twitter, Google+, Instagram, YouTube, Pinterest, and LinkedIn and posting on blogs and other sites to build Airports Authority brands that are united across social networks, searchable across the web to integrate communications, and align key initiatives to reach customers through multiple channels. Works to monetize social media initiatives through collaboration with other Airports Authority Offices and potential partner sites (brands, bloggers, etc.), outside advertising agencies, and media organizations. Performs related functions.

Through subordinate organization, staff, consultants, or personally:

--Creates the Airports Authority's strategy and implements and creates and manages content and presence on social platforms such as Facebook, Twitter, Google+, Instagram, YouTube, Pinterest, and LinkedIn on behalf of Washington Dulles International Airport (IAD), Ronald Reagan Washington National Airport (DCA), Dulles Toll Road (DTR), and the Dulles Corridor Metrorail Project (DCMP). Informs customers and the public about Airports Authority news, services, facilities, concessions, and business issues in an effort to drive customer engagement and brand awareness. Develops the tone and voice of social media extensions to grow and engage the audience and drive measurable increases in revenue for the Airports Authority. Works to ensure all social platforms speak in one voice.

--Develops, documents, and implements the Airports Authority website strategy; manages the website. May suggest additional websites linked to a main website. Collaborates with various Airports Authority offices and departments to ensure strategy addresses needs across the organization and that the Airports Authority speaks in one voice. Manages execution to targeted timelines and develops process and accountabilities for ensuring website content is dynamic, relevant, and tied to the Airports Authority's business and revenue objectives.

--Creates online advocacy and content. Develops and creates strategy, tone, and voice for customer engagement. Writes editorial, community outreach, and promotional material. Solicits content from others to build a community of brand advocates who can assist in identifying new lines of businesses and strategic partnerships that could increase revenue and customer base, accelerate growth of and maximize existing revenue streams, and integrate the objectives and activities of major business units and functions in support of revenue growth strategies. Coordinates with other offices and departments to ensure new developments/ programs are promptly promoted. Creates media content using digital imaging and representations for use on such platforms as YouTube, as appropriate.

--Ensures appearance and content style are consistent with Airports Authority branding, design and message standards. Suggests changes in branding, design, and message standards that are

relevant to social and/or web media strategies. Works with others to build Airports Authority brands for users that are united across social networks and searchable across the web.

--Reviews, evaluates, and selects tools such as Sprout Social, Optify, Hootsuite, Klout, SocialBro, Naymz, Twitter Counter, TweetLevel, BlogLevel, and Radian6 to obtain, gather, and analyze customer feedback from various social platforms and websites and quantify those activities into useful metrics. Selects tool(s) that best serve the Airports Authority and align with its corporate and revenue strategy. Gathers data to: identify influential social media users that could help spread word of the Airports Authority; receive reports on audience demographics and the popularity of links clicked on social media; determine most appropriate/key times of the day to disseminate (Twitter) messages and engage (Twitter) audience as well as evaluate a competitor's (Twitter and other) feeds; measure the influence of Airports Authority social media profiles to those of its peers; determine what words are used when talking about the Airports Authority or any of its entities; and determine what the social media chatter is about the Airports Authority and join in the conversations. Uses information gathered to create monitoring dashboards utilizing rich site summary (RSS) feeds from the Airports Authority's social media channels in conjunction with other feeds to determine effectiveness of media relations/feeds as well as Airports Authority marketing strategies and decisions and their return on investments (ROIs). Identifies threats and opportunities and reports them to appropriate management.

--Reviews, evaluates, and selects a search engine for the Airports Authority. Works with selected team of search engine optimization (SEO) experts, to increase hikes in organic website traffic, brand awareness, and, ultimately, conversions and increased revenue and to ensure that the selected search engine promotes the Airports Authority's website(s) by increasing visibility in search engine results pages (SERPs) through optimization and advertising. May use SEO to adjust or rewrite website content to achieve a higher ranking in SERPs.

--Works with airlines, tenants, and concessionaires in the use of TAGs and LINKs to one another's web or social media sites. Identifies potential partners (brands, bloggers, etc.) and works to create partnership marketing opportunities.

--Stays abreast of trends in social media tools, applications, channels, designs, and strategies. Analyzes campaigns and translates anecdotal or qualitative data into recommendations and plans for revising the social media campaigns. Reviews Airports Authority's social media and website(s) in light of changes and advances in technology and revises and improves them, as appropriate.

--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 executives, managers, supervisors, professionals, and support staff), consultants, tenants, concessionaires, vendors, airport users, and the general public.

--Uses a computer and (a) modern office suite software (such as MS Office) to communicate (email), plan, schedule, word process, prepare presentations and graphics, manipulate data (spreadsheets and databases), and develop reports; (b) enterprise systems/software for requisitioning, budgeting, time and attendance reporting, and other functions; (c) the Internet to

promote the Airports Authority and search out new products and new technologies to promote the Airports Authority; and (d) special systems/software to create digital media such as html and others used with digital and video cameras and mobile devices to track/record events, shoot/edit photos and videos, and perform other functions.

--Operates a motor vehicle on and off airport complexes to attend meetings, make site visits, and perform related functions.

--*Performs other duties as assigned or as determined on own initiative.*

MANAGERIAL AND SUPERVISORY DUTIES In the context of team functions and operations, provides:

Organizational Planning Establishes goals. Develops program plans and milestones. Assigns priorities. Develops policies and procedures. Projects budget requirements and allocates available resources.

Program Direction Communicates organizational goals. Keeps employees and other managers informed. Develops and establishes review systems to assist in achieving goals. Reviews costs, manages fiscal resources and maintains control over assigned Airports Authority resources and assets.

Human Resource Management Selects, assigns and develops employees. Delegates and assigns work. Evaluates employee performance and administers human resource management programs established by the Airports Authority. Ensures the application of EEO principles and adheres to EEO requirements.

Program Evaluation Reviews program quality and progress toward achieving goals on a periodic basis. Takes corrective actions to maintain work progress on schedule, improve employee performance or modify program goals or operations, as appropriate.

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 that totals four years.
2. Six years of progressively responsible experience in the domain(s) of digital media relations, public information, and marketing that includes substantive work in most of the DUTIES in this job description including, (a) developing and executing a strategic and tactical

communications/marketing strategy (such as identifying information objectives and overarching themes, developing specific messages within overarching themes and staying consistent across messages), (b) developing and disseminating holistic information products (such as fusing words and images to enhance themes/messages), (c) assessing situations for its news worthiness and marketability, (d) evaluating subject matter and packaging it to maximize consumer interest and satisfaction, and (e) creating media materials and other public information documents to improve information sourcing, message dissemination, etc.

Education and training beyond what is needed to satisfy MQ 1 above may be substituted for up to two years of these six years of experience. For example, a master's degree in any field providing a strong foundation for performance of the DUTIES in this job description may be substituted for two years of these six years of experience.

3. Education, experience or training indicating the ability to perform successfully as a first level supervisor such as the ability to plan/assign/review work, deploy personnel, monitor work operations, obtain effective results and perform a full array of supervisory personnel functions.

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 in Marketing, Information Technology, or Business Administration.
2. Use of social media evaluation tools such as Sprout Social, Optify, Hootsuite, Klout, SocialBro, Naymz, Twitter Counter, TweetLevel, BlogLevel, and Radian6.

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 Airports Authority management functions, policies and procedures, including EEO principles and requirements, and knowledge of supervisory principles, altogether to manage the operations and programs of the unit/team and to perform supervisory functions.
2. Knowledge of social media platforms such as Facebook, Twitter, Google+, Instagram, YouTube, Pinterest, LinkedIn, and their respective participants and knowledge of and skill in applying the tenets of traditional marketing through social media to create a social media strategy, implement and manage its content and presence, and create and drive brand awareness and social dialogue for measurable increases to Airports Authority's revenue streams.

3. Knowledge of public affairs-public information and media relations principles, objectives, standards, techniques, generally-accepted practices and ethics, such as developing specific messages within overarching themes, staying consistent across messages, fusing words and images to enhance themes/messages, assessing a situation for its news interest and marketability, evaluating subject matter and packaging it to maximize consumer interest and satisfaction, and ensuring truthfulness/accuracy in, and being publicly accountable for, information provided.
4. Knowledge of Airports Authority organization structure, purpose, mission, values, core policies, key goals, strategic initiatives, and other matters of context pertinent to social media issues,. This knowledge includes, but is not limited to, key resolutions and critical actions of the Airports Authority Board of Directors; knowledge of capital development plans and major engineering and construction activities at IAD and DCA and those related to the Dulles Toll Road; of IAD, DCA and Dulles Toll Road facilities and operations, including public safety, security and other types of support functions; knowledge of passenger screening procedures of the Transportation Security Administration (TSA); and knowledge of the wants, needs and perceptions of various communities and interest groups of the Airports Authority and its operations, altogether to analyze communication needs, identify and develop and then carry out strategies and tactics to publicize Airports Authority programs, provide information concerning Aviation Enterprise and Dulles Corridor Enterprise issues and activities, help assess information effectiveness and perform related functions.
5. Skill in problem solving to apply knowledge and experience to select, organize and logically process relevant information (verbal, numerical or abstract) to solve a problem. This includes ability to recognize subtle aspects of problems, identify relevant information and make balanced recommendations and decisions. Examples include identifying the appropriate social media to use and developing subject- and audience-appropriate informational releases, assessing ways and means, developing procedures for use of social media, and identifying and refining information campaign themes.
6. Skill in oral communication to understand verbal information (facts and sometimes conflicting assertions and arguments), and to express such information verbally so that others will understand and, in certain circumstances, be convinced and/or persuaded and, at the same time receive an overall, positive image of the Airports Authority. This includes skill in presenting information in a clear and concise manner.
7. Skill in written communication to understand written information (facts and sometimes conflicting assertions and arguments), draw inferences, form hypotheses and develop logical arguments, and to express such information in writing so that others will understand, and in certain circumstances, be convinced and/or persuaded. Examples include developing and creating strategy, tone, and voice for customer engagement in social media, writing editorial, community outreach, and promotional materials, and/or soliciting content from others.
8. Interpersonal skills to interact effectively with business contacts in a businesslike, customer service-oriented manner.

9. Skill in using a computer and (a) modern office suite software (such as MS Office) to communicate (email), plan, schedule, word process, prepare presentations and graphics, manipulate data (spreadsheets and databases), and develop reports; (b) enterprise systems/software for requisitioning, budgeting, time and attendance reporting, and other functions; (c) the Internet to promote the Airports Authority, search out new products and technologies to keep up with technology and promote the Airports Authority; and (d) special systems/software to create digital media such as html and others used with digital and video cameras and mobile devices to track/record events, shoot/edit photos and videos, and perform other functions.

RESPONSIBILITY Is responsible for the full range of planning, creating, implementing, monitoring, and controlling of the Airports Authority's social media and website strategies. Work involves keeping customers and the public informed about Airports Authority news, services, facilities, concessions, and business issues so as to drive customer engagement and brand awareness; this directly affects the public image and branding of the Airports Authority and should drive measurable increases in the Airport Authority's revenue.

Reports to the Deputy Vice President for Planning and Revenue Development (Supervisor). Most work flows to the incumbent as a result of assigned functions and processes. Other work is typically in the form of special assignments which may come from the Supervisor or the Executive Vice President and Chief Revenue Officer. The Supervisor provides broad objectives and policy guidance for recurring assignments and the Supervisor or the Executive Vice President and Chief Revenue Officer, in consultation with the incumbent, provide brief instructions and time frames for special projects. The incumbent keeps the Supervisor informed and typically elevates only highly complex or highly sensitive issues for assistance in resolution; initiative is expected. The incumbent coordinates closely with a variety of internal and external parties to fully understand and appropriately consider digital media issues. Most work is accomplished independently with the incumbent solving problems that involve multiple, complex considerations and perspectives that affect marketing, branding, and promoting the Airports Authority. Special projects are usually reviewed at milestones for effectiveness of project management and, once implemented, for overall impact. Work is typically reviewed in terms of quantity, quality, timeliness, customer service, teamwork adherence to guidelines, and other factors, including specific performance management requirements.

Guidelines include, but are not limited to, Airports Authority public information policy directives, other Airports Authority policies, DCA and IAD Master Plans, minutes/materials from Board of Directors' meetings, Aviation Enterprise functions, operations, programs and issues, Dulles Toll Road and Dulles Metrorail Project functions, operations, programs and issues, aviation statistical guides, industry publications, terms of service, account agreements, and warranties and disclaimers of social media sites, special instructions and on-scene situation reports. Incumbent strictly adheres to guidelines that specify legal or regulatory requirements, but uses mature, experienced judgment and initiative to adapt, adjust or propose/create guidelines for the use of social media particularly when evolving or emerging applications or trends are involved. May personally handle social/digital media relations/public information aspects of emergency situations as an authorized public spokesperson of the Airports Authority around the clock.

EFFORT The work is primarily sedentary and typically requires light physical effort as in opening/closing file drawers, lifting and carrying files, etc. Incumbent may sit for extended periods while performing desk work; moves about regularly to obtain work materials, distribute work products, meet with subject matter experts, attend meetings, etc. Regularly uses a computer, digital imaging equipment, smart phone, or other electronic device to track events, prepare social media feeds, maintain databases, reply to new media postings, and perform other functions. Exchanges information by telephone often. Expresses oneself clearly during presentations and similar situations. Regularly reviews graphic displays, printouts, newspapers, and other items containing small print. In driving, operates vehicle using judgment in consideration of weather, traffic, and other factors.

WORKING CONDITIONS Works primarily in an adequately lighted, ventilated and temperature controlled office and conference rooms but may be subject to adverse weather conditions when creating digital images outside and at other on-scene locations. Subject to job pressures from tight deadlines (such as when critical content information must be obtained from others), intense media demands for information in emergencies, and other situational factors.

OTHER SIGNIFICANT JOB ASPECTS Subject to variable duty schedule, including on-call requirements, 24-hour coverage of the Aviation Enterprise and the Dulles Corridor Enterprise, and recall for non-routine or emergency situations.