

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

DUTIES Serves as Corporate Relations Program Manager in the Office of Communications and Government Affairs (Office), Metropolitan Washington Airports Authority (Airports Authority). Represents the Airports Authority as its corporate and community relations and public outreach liaison with business and civic associations, advocacy organizations, educational institutions, community groups, official visiting delegations, and individual citizens on matters related to the operation of Ronald Reagan Washington National Airport (DCA), Washington Dulles International Airport (IAD), the Dulles Toll Road DTR), and, as assigned, the Dulles Corridor Metrorail Project. Creates and manages corporate events; writes, edits, and distributes communications and newsletters to the community/public and political stakeholders; oversees corporate memberships, sponsorships, and Airports Authority employee representation on boards; manages an arts and exhibit program; and assists in the execution of correspondence, speeches, and presentations by senior management. Performs related functions.

Through consultants or personally, and in collaboration with the other Departments in the Office as well as key staff throughout the Airports Authority:

CORPORATE & COMMUNITY OUTREACH / ADVOCACY

--Works with the Vice President of Communications and Government Affairs, managers of Media Relations and Government Affairs, the Noise Information Office, the Chief Revenue Officer and other Revenue Office functions to ensure the accurate and effective dissemination of key corporate messages to external stakeholder groups to support public acceptance and support of Airports Authority policies, positions, and initiatives.

--Gathers, analyses, and reports information from community contacts, other airports and related business to identify and adopt best practices concerning community outreach and advocacy. Uses sources such as industry publications, newspapers, trade association documents, operations reports, Airports Authority policies, as well as relationships with outside organizations and industry associations. Proposes an Airports Authority course of action or policy, based on such information, e.g., public relations marketing plans, external communications programs, etc. Develops policy papers for approval by management and the Board of Directors, as needed.

--Plans, implements and maintains a community outreach program working with the Office's Government Affairs and Media Relations and Revenue Office's Marketing functions. Maintains ongoing contacts and attends meetings with civic and business associations, advocacy organizations and community groups to provide information and gather feedback on Airports Authority programs and operations. Regularly makes formal speech presentations.

--Oversees programs to provide direct involvement of Airports Authority employees in community outreach efforts, including establishing and managing an Airports Authority-wide Speakers Bureau. Recruits speakers, matches speakers to the appropriate audience/venue, suggests scripts, and arranges for proper materials such as slides and other visual aids, handouts, etc.

--Manages Airports Authority education-related program, including School-Business Partnership Programs and other corporate relationships with educational institutions in collaboration with the Office of Revenue and Airport Managers' offices.

CORPORATE MEMBERSHIPS / SPONSORSHIPS

--Works with the Government Affairs and Marketing departments in creating and executing annual strategic plans for corporate memberships, sponsorships, and Airports Authority employee representation on boards of outside organizations such as Chambers of Commerce and advocacy groups to ensure effective understanding and support of Airports Authority policies and initiatives by third-party entities.

--Plans and manages budgets for corporate-level sponsorships, contributions, and memberships in consultation with the Vice President of Communications and Government Affairs, Chief Revenue Officer, Vice President of Marketing and Consumer Strategy, and the Government Affairs manager. Tracks contribution, sponsorship, and membership expenditures and assesses their strategic value, effectiveness, and alignment with corporate advocacy and business objectives. Regularly consults with Office of General Counsel to assure compliance with Airports Authority policy regarding memberships, sponsorships and contributions.

--Corresponds with Airports Authority employees who serve on boards of external business and advocacy organizations as well as leaders and key staff of those organizations to ensure effectiveness and alignment with Airports Authority policies and business objectives. Advises senior management on such board representation and makes recommendations to senior management for employees to serve in board positions for these organizations. Manages employee board service with external groups on behalf of senior management.

EXECUTIVE COMMUNICATIONS / CORRESPONDENCE

--Researches issues and prepares correspondence in response to citizen inquiries, comments, suggestions, and complaints. Assists in the handling of executive correspondence for Office of Revenue and Office of Communications and Government Affairs, including collaboration with Government Affairs to draft communications materials to members of Congress and other government entities. May contact individuals directly to provide information or facilitate the handling of complaints and suggestions from customers and other key stakeholders.

--Writes speeches and produces visual presentation materials for senior management appearances at external events. Handles logistics and communications for executive appearances at external public events reviewing external presentations and communications materials for consistency, clarity, and alignment with corporate messages and objectives.

--Produces communications materials and publications for external audiences including quarterly newsletter for external audiences such as advocacy groups, elected officials, and other non-media stakeholders. Works with other Airports Authority Offices and functions to produce written and visual reports/presentations for external audiences including annual and quarterly Aircraft Noise

Reports, Economic Impact Studies, special-event publications.

EVENT MANAGEMENT / PROTOCOL

--Plans and manages internal and external corporate events, including community meetings (e.g., Aircraft Noise Working Group meetings), public information meetings and forums, employee events and celebrations including , financial arrangements, communications plans and materials, logistics, invitations, attendee issues, and related matters to ensure the events reflect positively on the Airports Authority.

--Works with Government Affairs Department and the Airport Managers' offices in arranging meetings with community leaders, tours of airport facilities/construction areas, and making presentations concerning Airport programs. Coordinates special events such as orientations for foreign dignitaries, government officials, and visitors, luncheons, breakfast meetings, etc., as directed.

--Plans and coordinates meetings and tours for official delegations or dignitaries visiting Airports Authority facilities, including logistics, meals, audio-visual needs, communications and presentations materials, and protocol requirements and other aspects official visits and follow-up communications. Serves as Airports Authority's 'chief of protocol' on behalf of senior management for these events.

ARTS, EXHIBITS AND PERFORMANCE PROGRAMS

--Works with Marketing and other Revenue Office functions and the Airport Managers' offices to plan, manage, install, and oversee Airport arts, exhibit, and performance programs that enhance the passenger experience and produce a positive return on investment.

--Builds and maintains relationships with arts organizations, museums, schools, individual artists to identify and recruits artists, performers, and exhibitors/exhibits. Manages all financial and logistical aspects of performances and exhibits. Manages and administers contracts and agreements with artists, exhibitors, and performers to ensure compliance with Airports Authority policies and timely implementation of associated exhibits, performances, and events.

--Produces and manages annual strategic plans for art, exhibit, and performance programs at Airports and other Airports Authority facilities to engage customers and the public, enhance airport passenger experience, and advance Airports Authority business objectives. Assesses effectiveness of programs through customer feedback and other items. Benchmarks programs with other airports and similar businesses to identify and implement best practices.

ECONOMIC DEVELOPMENT / SOCIAL RESPONSIBILITY

--Produces communications materials and publications including quarterly newsletter for external audiences such as advocacy groups, elected officials, and other non-media stakeholders. Works with other Airports Authority Offices and functions to produce reports (written and visual) for external audiences, including annual and quarterly Aircraft Noise Reports, Economic Impact

Studies, special-event publications.

--Prepares and presents communications materials highlighting the Airports Authority's role as a regional economic driver, focusing on job creation and payroll dollars, business revenue generation, state and local tax revenue generation, and the value of transportation services and infrastructure the Airports Authority provides in support of commerce and industry across the National Capital Region and beyond.

--Works with convention and visitors bureaus, state and regional tourism agencies, state and local economic development organizations, chambers of commerce, business associations, and similar organizations to coordinate efforts and assure appropriate recognition of the Airports Authority's role in regional economic growth.

--Works with Airport Managers, environmental compliance functions in the Airport Operations and Engineering Departments, and local communities to promote the Airports Authority's efforts in environmental stewardship and social responsibility. Takes a lead role in planning and executing events, exhibits and communications promoting diversity and recognitions such as Black History Month and Hispanic Heritage Month.

--Works with Department of Supplier Diversity, Human Resources, and other consolidated functions to plan and execute communications that promote and raise awareness of the Airports Authority's outreach to communities in support of Local Disadvantaged Business Enterprise (LDBE), Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) programs as well as job fairs, procurement events, and similar efforts in support of such programs.

REVENUE / COMMUNICATIONS SUPPORT

--Works with Media Relations, Government Affairs, Marketing, and Noise Information Office in planning and coordinating meetings and events, producing communication and presentation materials, and formulating associated strategic plans and messaging.

--Supports Media Relations team by periodically participating in Media Relations on-call rotation as assigned. Fields reporter inquiries as part of Airports Authority policy of covering media calls around the clock, including nights, weekends and holidays.

--*Performs other duties as assigned.*

ADDITIONAL RESPONSIBILITIES / CAPABILITIES

--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 officials, executives, managers, supervisors, professionals, and support staff), vendors/suppliers/ 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), develop reports; (b) enterprise systems/software for requisitioning, budgeting, time and attendance reporting, and other functions; (c) Internet use to research items and promote the Airports Authority; and (d) special systems/software used in the Office to create digital media and others items such as digital and video cameras and mobile devices to track/record events, shoot/edit photos and videos, and perform other functions.

--Operates a motor vehicle airside and landside, on and off Airport complexes, to conduct tours of the Airport(s), check on arrangements for special functions, attend meetings, visit jobs sites and suppliers, give presentations, and perform related functions.

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. Eight years of progressively responsible experience in media relations/communications that includes substantive work in most of the DUTIES in this job description, to include: (a) performing community outreach and advocacy activities; (b) overseeing corporate-level sponsorships, contributions, and memberships; (c) writing speeches and producing visual presentation materials for senior management appearances/presentations; (d) planning and managing internal and external corporate events, exhibits, and performances; and (e) preparing, disseminating, and responding to news releases, announcements, and media stories.

A fully equivalent combination of education and training beyond what is needed to satisfy MQ 1 above may be substituted for up to two years of these eight years of experience. For example, a master's degree in any field that indicates the ability to successfully perform the DUTIES in this job description may be substituted for two years of experience.

PREFERRED QUALIFICATIONS (PQs)

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 with concentration in Marketing, Journalism, Communications, Public Affairs, or Public Relations.
2. Experience with videography, photography and video/audio editing used in media releases.

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 mission, goals, objectives and policies; of ongoing activities and of airport operational procedures to provide information to various groups concerning airport activities, advocate for the Airports Authority, and respond to issues/complaints.
2. Knowledge of generally accepted public affairs, public information, and community relations principles, objectives, standards, techniques, and ethics; knowledge of, and basic skill in, developing specific messages within overarching themes, staying consistent across messages, and fusing words and images to enhance themes/messages; and knowledge of, and skill in, assessing a situation for its marketability altogether to maximize information for consumer interest and satisfaction, ensure truthfulness/accuracy in communications, and be publicly accountable for the information provided.
3. Knowledge of the purpose and objectives of various community, civic and business associations and educational institutions to provide information to them concerning Airport/Airports Authority activities, plans, and objects, to plan and implement community outreach activities, and to thoroughly analyze problems, identify underlying (or hidden) issues, and tailor actions accordingly.
4. Basic knowledge of core, critical Airports Authority operations, programs, policies, priorities and key projects and issues including, but not limited to, DCA/IAD/DTR operations, the Dulles Corridor Metrorail Project, aviation/airport industry, the Airports Authority's capital construction program; and knowledge of policies and procedures of the Office of Communications and Government Relations altogether to interact with the communities, groups, individuals, etc., on matters related to the operation and success of the Airports Authority. .
5. Interpersonal skills to interact effectively with business contacts in a businesslike, customer service-oriented manner.
6. Skill in problem solving to select, organize, and logically process relevant information (verbal, numerical or abstract) to solve a problem. This includes the ability to recognize subtle aspects of problems, identify relevant information, and make balanced recommendations and decisions. Examples include planning and executing corporate events and producing and managing art, exhibit, and performance programs at Airports and other Airports Authority facilities to engage customers and the public.
7. Skill in written communication to understand written information (including instructions, descriptions, and ideas), and to express such information in writing so that others will

understand, and in certain circumstances, be convinced or persuaded. Examples include writing presentations, speeches, talking points, correspondence, etc. for own use as well as senior management and employees representing/advocating for the Airports Authority.

8. Skill in oral communication to understand verbal information (facts, assertions, and ideas), and to express such information verbally so that others will understand, and receive an overall, positive image of the Airports Authority. This includes skill in encouraging effective oral communication by others such as Airports Authority employees. Examples include making presentations to various groups/entities, communicating with community leaders and/or individual citizens, and coordinating activities with various internal/external groups.
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), develop reports; (b) enterprise systems/software for requisitioning, budgeting, time and attendance reporting, and other functions; (c) Internet use to research items and promote the Airports Authority; and (d) special systems/software used in the Office to create digital media and others items such as digital and video cameras and mobile devices to track/record events, shoot/edit photos and videos, and perform other functions.
10. Ability to work under pressure, maintain poise in making time-sensitive situational assessments, and provide information/interviews to the media (by telephone, email, or on camera or microphone) for the public during emergencies and other non-routine situations.

RESPONSIBILITY Is responsible for serving as the main point of contact within the Airports Authority on subjects and issues affecting the Airports Authority's image and community perceptions/relations and assists in achieving community participation in appropriate areas of Airport/Airports Authority decision making. The incumbent deals with individuals at all levels concerning issues that involve or are perceived to involve the Airports Authority. Work involves the responsiveness of the Airports Authority to corporate, industry, community, advocacy groups, and directly affects the public image and perception of the Airports Authority.

Reports to the Vice President for Communications and Government Affairs (Supervisor). The Supervisor provides overall program objectives and policy guidance, brief instructions, and timeframes for ongoing work. The incumbent works independently on a day-to-day basis to initiate and maintain communications with community organizations; develop publications, reports and correspondence; and coordinate activities with other Airports Authority Offices; works organizing and processing recurring work to meet established priorities and deadlines, and working according to established procedures and other guidelines.

The Supervisor typically provides objectives and guidance, and instructions for special projects consistent with their complexity, impact, urgency, and other factors. Incumbent keeps the Supervisor informed about events, significant issues offering solutions to any issues raised. Work is expected to be complete and accurate. Supervisor typically checks work upon completion in terms of guidelines, quantity, quality, timeliness, customer service, and other factors, including performance evaluation goals and measures.

Guidelines and references include Airports Authority policies and procedures; daily operations reports, including Operations and Instructions (O&Is); newspapers; industry publications; DBE, LDBE, MBE and WBE certification requirements/requirements; and other various directories, policies and procedures. The incumbent uses judgment and initiative to tailor outreach activities to reflect changing roles/expectations in the community, assess information acquired from contacts and develop recommendations for an Airports Authority course of action.

EFFORT The work is primarily sedentary and typically requires light physical effort as in opening/closing file drawers, lifting and carrying files, etc., however also may involve Incumbent may sit for extended periods while performing desk work; moves about (offices, conference rooms, terminals, tarmac, construction areas, public venues, etc.) to obtain or distribute work materials, meet with people, make presentations, etc., however, may be required to carry a camera or video devices; some events may require working outdoors and traversing construction sites. Expresses oneself clearly and loudly during interviews, presentations, and similar situations. Regularly uses a computer to develop correspondence, presentations, reports, and perform other tasks; operates other office equipment. Frequently exchanges information by telephone. Regularly reviews publications, contracts, and regulations containing small print. In driving, operates vehicle using judgment in consideration of weather, traffic and other factors

WORKING CONDITIONS Works mainly in well lighted, ventilated and temperature controlled office or conference rooms, but also makes presentations, addresses groups, etc., at public venues and outside on an Airport tarmac and/or at an Airport construction site which may expose the incumbent to adverse weather conditions. May experience some job pressure from tight deadlines, changing priorities, or interpersonal conflicts with reporters or general public. Takes care and wears hardhat or other personal protective gear, as appropriate, when working in construction areas or emergency scenes.

OTHER SIGNIFICANT JOB ASPECTS This position is required to work various shifts, as needed, based on work, shift coverage, etc. May be required to work night hours or weekends on Airport Authority activities, meetings, and/or events.