

***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 Air Service Program Manager at the Metropolitan Washington Airports Authority's (Airports Authority) in the Office of Airline Business Development. Develops, implements and manages international and domestic air service development plans and activities for the Airports. Promotes the Airports Authority's interests in the air carrier and aviation community. Performs related functions.

--Develops, implements, and manages air service development activities and plans within the Airports Authority's Airline Business Development Program. Prepares comprehensive and special purpose air service development plans and recommendations in collaboration with Airline Business Development Directors for final approval by the Vice President of Airline Business Development. Coordinates air service development activities internally and externally with Federal, state and local governmental entities as well as tourism and economic development agencies and community organizations in the region. Prepares aviation industry trend updates and related briefings for Airports Authority personnel on air service issues.

--Identifies, evaluates, and analyzes new international and domestic air service to achieve regional economic, tourism, and community development and Airports Authority revenue development.

Directs the preparation of market, route and other analyses to achieve air service development. Identifies and evaluates the Washington region's international and domestic market needs and opportunities for new and additional air service including local and destination market's passenger traffic and potential airline networks; demographic, political and economic circumstances; shared business, government, and community interests; competitive environment for new or additional air service; and the terms and conditions of bilateral air service agreements and other relevant U.S. or foreign regulations.

Develops, in collaboration with other Airports Authority staff, strategies to pursue air service opportunities. Identifies key selling points and supporting information to develop business cases for new and additional air service to the Washington market and specifically Washington Dulles International Airport (IAD).

Develops and manages, with the assistance of other staff and consultants, business case development for air service presentations including analysis of the competitive position of the Washington market and IAD; assessment and selection of target airlines; passenger forecasts; competitive service analyses; and IAD airline facilities and operating options.

Coordinates marketing and other support provided to airlines by the Airports Authority and other partners.

Consults with air cargo development staff on the cargo aspects of air service development. Develops oral, print and/or electronic methods to effectively communicate

air service business cases and other presentations to airlines. Collects feedback for response(s) to airline questions and comments.

--Coordinates with other Airports Authority staff and outside agencies on air service development issues; solicits market and other marketing information; and solicits support of new air service.

--Coordinates with the Vice President for Airline Business Development, the Office of General Counsel, the Department of Government Affairs and other airport partners to review and respond to proposed Federal regulations and legislation affecting air service at the Airports. Conducts analyses and develops recommended positions and prepares formal documents regarding airline route and other Federal air service regulatory proceedings. May develop position(s) and represent the Airports Authority's interests in aviation negotiations between the U.S. and other governments; may attend aviation negotiation hearings to represent and communicate the Airports Authority's position.

--Communicates and interacts effectively with internal and external business contacts including, but not limited to, other members of the Airline Business Development team; other Airports Authority employees (such as executives, managers, supervisors, professionals, and support staff); executives and network planning staff from air carriers, other airports and industry associations; Federal officials including the Departments of Transportation, State, and Commerce; outside legal counsel and marketing consultants; staff of local economic development, trade and tourism agencies (public and private); 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), and perform or conduct research (Internet use); (b) enterprise system/software for time and attendance reporting and other functions; and (c) special systems/software used for air service development including market analysis and passenger trends and forecasts.

--May operate a motor vehicle airside and landside, on and off the Airport complexes, to attend meetings with airlines, visit airline station managers, and perform related functions.

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

***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. Seven years of progressively responsible experience in air transportation that includes substantive work in most of the DUTIES in this job description including: (a) performing market and aviation industry analysis; (b) developing air service business cases; and (c) representing organizational interests and objectives to external customers, partners and officials.

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 seven 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.

3. A valid passport or ability to obtain a valid passport prior to hire or placement in job.

### **PREFERRED QUALIFICATIONS**

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

1. Experience developing airline business (international and/or domestic) for airports.
2. Experience with airline route and network planning.
3. Experience achieving agreements with airlines and other organizations.
4. Experience with international and domestic business travel.
5. Foreign language skills and fluency in a language in addition to English.

### **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. Expert knowledge of domestic and international air transportation industry regulations, practices and trends to market the Airports Authority Airports to U.S. and international air carriers.
2. Knowledge of market assessment concepts to direct the preparation of and evaluate air service market studies, identify target markets and airlines, and perform similar functions.

3. Knowledge of aviation data sources, forecasting and other analytical methods used to evaluate the economic feasibility of routes and develop business cases.
4. Knowledge of airport financial structures and airport-airline facility and operating agreements to communicate terms and conditions to potential air carriers.
5. 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, respond to questions and objections, and make balanced recommendations and decisions. Examples include: identifying potential air service markets through assessment of various aviation data sources, media reports and networking; determining the most appropriate data and analytical methods to result in highly credible and successful business cases; and representing organizational interests and objectives to external customers or groups including skill in responding to objections and competing interests.
6. Interpersonal skills to interact with business contacts in a businesslike, customer service-oriented manner including those from diverse, multicultural and international backgrounds.
7. Skill in written communication to understand written information (including instructions, descriptions, ideas, regulatory language, data presentations, analytical reports and studies) and to express such information in writing so that others will understand and, in certain circumstances, be convinced or persuaded. Examples include: reading and understanding Federal/legal documents regarding air service and developing and presenting business case presentations to a variety of audiences.
8. Skill in oral communication to understand verbal information (including facts, assertions and arguments) and to express such information verbally so that others will understand and, at times, be convinced or persuaded. This includes the ability to encourage oral communication by others. Examples include talking informally (networking) and making formal marketing presentations advocating for the Airports and the Washington market to air carriers and U.S. negotiators, responding to their comments and questions and presenting formal reports on air service initiatives/achievements and related issues to Airports Authority management and its Board.
9. Skill in using a computer and (a) modern office suite software (such as MS Office) to communicate (email), plan, schedule, word process, prepare reports, presentations and graphics, manipulate data (spreadsheets and databases), and perform or conduct research (Internet use); (b) enterprise system/software for time and attendance reporting and other functions; and (c) special systems/software used for air service development including market analysis and passenger trends and forecasts.

**RESPONSIBILITY** Is responsible for international and domestic air service business case development: presenting and explaining air carrier facility/operations options and contractual arrangements and developing strategies and advocating for the Airports Authority's position on

air service development issues. Work directly affects the financial success of the Airports Authority through air service and revenue development.

Reports to the Vice President of Airline Business Development (Supervisor). The Supervisor makes initial assignments in the form of projects and functional responsibilities together with broad overall objectives and priorities. Special assignments are given as new air service opportunities or need arise. The incumbent carries out work independently in developing of business cases and associated analysis, directing consultants, attending and presenting at air route proceedings, negotiating and interpreting air carrier contractual arrangements; however, collaborates closely with multiple Airports Authority individuals and other Washington area organizations in facilitating air service development activities. Problems of unusual complexity, sensitivity or visibility are brought to the attention of the Supervisor and the Airline Business Development Director(s), however, they are typically handled independently. Work is expected to be thorough and accurate. Work is typically reviewed in terms of conformance with Air Service Development program goals, effectiveness, quantity, quality, timeliness, customer service, teamwork, adherence to guidelines, and other factors, including specific performance management requirements.

Guidelines include the Airport Use Agreement and Premises Lease, or other air carrier contractual arrangements; bilateral agreements; aviation and trade regulations, procedures and practices; Airport Master Plans; financial analysis methods; and Airports Authority procedures for contracting, EEO principles, and requirements. The incumbent uses judgement in applying, adapting or deviating from guidelines and established practices, as required, to accomplish objectives. Incumbent uses expertise and initiative to identify, develop and recommend new guidelines, practices, plans, and/or concepts, and to accomplish established Office functions effectively and efficiently in spite of any counterproductive rules or constraints.

**EFFORT** The work is primarily sedentary and typically requires light physical effort as in opening/closing file drawers, lifting and carrying files, moving about to meet with people, etc., however, it requires frequent and sometimes lengthy air travel (international flights can involve sitting up to 14 hours) and may require standing and staying in one position for extended periods of time when making presentations or interacting at meetings, symposiums, conferences, etc. Additionally, the incumbent may sit for extended periods while performing desk work. Regularly uses a computer; operates other office equipment. Frequently exchanges information by telephone. Regularly reviews contracts and regulations containing small print. In driving, operates vehicle using judgment in consideration of weather, traffic and other factors.

**WORKING CONDITIONS** Works primarily in adequately lighted, ventilated, and temperature controlled office and conference rooms. May experience some job pressure from tight deadlines, competitive environments, changing priorities, frequent travel, or interpersonal conflicts.

**OTHER SIGNIFICANT JOB ASPECTS** Extensive domestic and international travel required. Must maintain valid passport.