

As a General Marketing Specialist, you will develop and execute marketing strategies and programs to increase revenue, improve customer satisfaction, and increase brand loyalty.

JOB DESCRIPTION

- General Marketing Specialist I
- Works under the general supervision of the Digital Strategy Program Manager, Concessions and Leasing Development Manager, or the Vice President for Marketing and Consumer Strategy.
- Serves in the Office of Marketing and Consumer Strategy, in the Office of Revenue, at the Headquarters Office.

Independently and as a collaborative partner, identifies, develops and executes marketing strategies, campaigns and promotions to grow the Airports Authority's competitive advantage, grow market share, and increase revenue streams while improving customer service. Performs related functions.

Each Marketing Specialist will primarily focus on one particular marketing function: digital marketing and analytics, or airline marketing.

GENERAL RESPONSIBILITIES

- Develops and promotes key content messages focused on targeted stakeholder groups including airline executives, airport customers, and the community in general.
- Develops content marketing strategies and programs leveraging digital, print, radio and other channels to create and disseminate messages supporting targeted objectives.
- Gathers and uses data from surveys, focus groups and third party sources.
- [Digital Marketing Specialist] May perform more complex data analytics to determine success of social media and digital marketing efforts.
- Identifies and utilizes marketing channels that are most cost effective in reaching and engaging targeted audiences and increases the Airports Authority's brand's exposure.
- Develops marketing content appropriate to the channel being used (e.g., written articles, radio scripts, signage, social media posts).
- Identifies and utilizes best practices in website content to develop and advise other Airports Authority departments on strategic content; works with the Office of IT to continuously improve and enhance Airports Authority websites.
- [Digital Marketing Specialist] Identifies speakers and organizes training sessions in digital content best practices and web page management for other Airports Authority employees with content responsibilities.
- Works with marketing partners to ensure consistency of branding and messaging across channels (partners may include sports teams, major regional events, and contractors). Participates in the development of short and long term in-kind marketing agreements.
- Develops and manages events that support marketing strategies (such as social media influencer events, airline conference booths and sponsorships). Represents the Airports Authority at marketing events and verbally conveys key messages to attendees.

- May builds relationships and works with regional tourism organizations.
- Works with Airports Authority departments to provide marketing support for their initiatives and to expand brand awareness.
- May work with the Consumer Strategy Department to ensure products and pricing are aligned to maximize customer experience and revenue potential.
- Performs other duties as assigned.

QUALIFICATIONS

- Four years of progressively responsible experience in marketing, digital media, or social media management that includes:
 - a. Developing, planning, and executing marketing strategies and programs.
 - b. Conducting and analyzing marketing research data.

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of and ability to apply marketing principles and concepts to developing, implementing, and executing marketing strategies and programs.
 2. Knowledge of and ability to use print, video, radio, digital, and emerging marketing channels to drive growth and engagement with target customer segments.
 3. Ability to make detailed analyses of data and information and make recommendations, with emphasis on market research data and analytics.
- Ability to speak and write effectively with emphasis on presenting marketing messages.
 - Skill in using a computer and modern office suite software, with emphasis on marketing and graphics software/systems.
 - [Digital Marketing Specialist] Skill in media management programs, such as Hootsuite, Social Studio, or similar programs to post, schedule, curate, and monitor content.
 - [Digital Marketing Specialist] Skill in using content management systems (Wordpress or Drupal); photo and video editing tools (Adobe Creative Suite, Photoshop, Canva, or Moovly); HTML; search engine optimization tools; Google Analytics, etc.

PREFERED QUALIFICATIONS

- Google Certification
- Extensive experience in marketing analytics.
- Experience with airline or airport marketing.
- Certification in social media management, Hootsuite, or similar social media marketing tools.

EDUCATION

- A bachelor's degree in Marketing, Communication, Business, or related field, or an equivalent combination of education, experience, and training that totals four years.
- A fully equivalent combination of education and training beyond what is needed to satisfy the education requirement may be used to substitute for up to two of four years of

experience. For example, a master's degree may substitute for two years of experience.

CERTIFICATIONS AND LICENSES REQUIRED

- A state driver's license in good standing.

NECESSARY SPECIAL FACTORS

- May travel to domestic and international cities to participate in trade shows, sales missions, and airport industry meetings.
- Work is typically reviewed in progress and upon completion for quantity, quality, timeliness, customer service, team work, and adherence to guidelines.