

***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, temporary position at the Metropolitan Washington Airports Authority (Airports Authority). Serves as a Revenue Strategy Associate in the Revenue Strategy and Analysis Division of the Department of Marketing and Consumer Strategy (Department), Office of the Executive Vice President and Chief Revenue Officer (Revenue Office). Installs, configures, maintains, and troubleshoots business intelligence (BI) dashboards of non-airline revenue for use by management in decision making. Performs related functions.

--Creates, updates, enhances, and maintains BI analytic dashboards/scorecards to track, forecast, and perform revenue analytics and develop strategies for non-airline business, activities and initiatives including Airport concessions, ground transportation, real estate/Airport rental properties, marketing, and air services. Works with the Office of Technology to improve the performance and fine tune the configuration and gather data from disparate sources/systems. Provides input into the development and analysis of website revenue strategies.

--Works with Supervisor, Revenue Analysts, and others in the collection of information/data for dashboards/scorecards. Works with others in the Revenue Office to understand, develop, and execute management reporting and performance monitoring with an emphasis on the customer experience. Designs reports and works to ensure dashboards/scorecards meet data analysis management needs; modifies dashboards/scorecards as needed.

--Assists in conducting analysis of Airports Authority non-airline revenue/opportunities, prepares reports and presentations for revenue performance, and assists in developing revenue strategies. Performs mathematical and statistical analyses of financial, economic, managerial, and operational data including developing and using statistical models to assist in planning and decision making. Analyzes revenue performance to determine trends and drivers of revenue for ground transportation, in-terminal concessions, and business-to-business activities (such as advertising and real estate).

--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 managers, supervisors, professionals, and support staff).

--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 in the Department to create BI dashboards.

--\*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 that totals four years.
2. One year of experience that includes work in most of the DUTIES in this job description including: (a) working with business intelligence (BI) analytic dashboards and (b) collecting and analyzing data.

A fully equivalent combination of education and training beyond what is needed to satisfy MQ 1 above may be substituted for this year of experience.

## **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 with Business Intelligence software to create financial dashboards
2. Advance skills in Excel.

## **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 analytics to create Business Intelligence dashboards to recognize and manipulate indicators in the tracking and forecasting of revenue.
2. Knowledge of financial analysis and/or economic modeling and forecasting to help analyze risks and benefits of revenue initiatives, prepare analyses of revenue performance for strategic business revenue planning purposes, and to assist in business revenue policy development.
3. 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. Examples include applying a variety of quantitative and qualitative techniques to assess the financial performance of business revenue initiatives/operations and interpreting the impact of

economic factors, demographic factors, regulatory factors and other factors on business revenue opportunities.

4. 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 perform or conduct research (Internet use); (b) enterprise system/software for time and attendance reporting and other functions; and (c) special systems/software used in the Department to create BI dashboards.
5. 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 making dashboards/dashboard information presentations to management and soliciting information from concessionaires, employees in Airport Business Departments, etc., in gathering data for revenue dashboards.
6. 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. Examples include reading computer manuals and instructions and preparing management and status reports.
7. Interpersonal skills to interact effectively with business contacts in a businesslike, customer service-oriented manner.

**RESPONSIBILITY** Is responsible for configuring and creating business intelligence (BI) dashboards of non-airline revenue for decision makers within the Revenue Office and the Airports Authority. Work tangentially effects decisions made by management.

Reports to the Director, Revenue Strategy and Analysis (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 Vice President, Marketing and Consumer Strategy. Most work is accomplished independently with the incumbent solving problems involved in the creation of dashboards; the incumbent keeps the Supervisor informed and typically elevates complex or sensitive items for assistance in resolution; initiative regarding dashboards is expected. Work is typically reviewed in terms of quantity, quality, timeliness, customer service, teamwork, adherence to guidelines, and other factors.

Guidelines and references include, but are not limited to, Qlik Sense computer software manuals/instructions; guidance from the Office of Technology; Airports Authority organizational structure, programs, and initiatives; key internal and external factors pertinent to SWOT analyses for business 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; etc. The incumbent uses judgment and technical skills in creating dashboards; the incumbent uses judgment and initiative in conducting analysis of Airports Authority non-airline revenue revenue/opportunities, developing solutions, and making recommendations.

**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.

**WORKING CONDITIONS** Works primarily in an adequately lighted, ventilated and temperature controlled office and conference rooms.

**OTHER SIGNIFICANT JOB ASPECTS** None