

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 II
- This is a full performance level job.
- Works under the general supervision of the Marketing Program 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 overall corporate 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.

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.
- 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 marketing development to develop and advise other Airports Authority departments on strategic content.
- 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.
- Builds relationships and works with regional tourism organizations. Represents the Airports Authority at marketing events and verbally conveys key messages to attendees.
- Works with Airports Authority departments to provide marketing support for their initiatives and to expand brand awareness.
- Works with Airports Authority Procurement Department to acquire goods and services in support of marketing initiatives.
- Works 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

- Five years of progressively responsible experience in marketing 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.
 4. Ability to speak and write effectively with emphasis on developing professional relationships and presenting marketing messages.
- Skill in using a computer and modern office suite software.

PREFERED QUALIFICATIONS

- Extensive experience in marketing analytics.

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 five 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.