

JOB PROFILE SUMMARY

- Media Relations Program Manager
- Works under the general supervision of the Vice President for Communications and Government Affairs.
- Serves in the Office of Communications and Government Affairs in the Office of Revenue at the Corporate Office Building.

Serves as the primary contact, and source of information, within the Airports Authority for the news media. Manages a team of Media Relations Specialists in support of building and maintaining working relationships with the print, broadcast and emerging media. Develops information strategies, campaigns and specific messages to support the Airports Authority's key goals, strategic initiatives, daily operations, special decisions, events or incidents, etc. while maintaining or enhancing its public image. Performs related functions.

GENERAL RESPONSIBILITIES

- Develops, recommends, and implements overarching strategies to effectively publicize the Airports Authority's programs, initiatives, operations, key decisions, etc.
- Develops, implements, and enforces standards for reviewing and responding to media requests for information.
- Regularly serves as the sole or primary on-scene Airports Authority spokesperson for informational, critical, and/or emergency media briefings.
- Oversees media training for Airports Authority employees who may have contact with the media.
- Implements public information activities. Prepares press releases and media advisories and coordinates and participates in press conferences.
- Coordinates media interviews of Airports Authority personnel. May help prepare senior staff or a subject matter expert, or a functional principal who is not necessarily a subject matter expert, for interviews.
- Oversees the planning and production of the Airports Authority employee newsletter (*On Good Authority*). May write or edit articles; approves design, layout, and final production.
- Supervises the development of informational materials such as media guides and fact sheets, public information policy directions, and articles for publication in industry or trade journals.
- Performs other duties as assigned.

QUALIFICATIONS

- Eight years of progressively responsible experience in media relations/communications that includes:
 - developing and implementing strategic media plans for corporations, agencies, or public sector organizations at the local and/or national level;
 - managing incoming media requests, pitching stories and building relationships with industry journalist; and
 - writing articles, press releases, media alerts, blogs, communication and digital materials

related to corporations, industry, or services.

KNOWLEDGE, SKILLS AND ABILITIES (KSA)

1. Knowledge of public relations and media relations strategies and techniques.
 2. Ability to respond effectively and quickly to emergent and highly visible newsworthy, emergency, or crisis situations.
 3. Well-developed skill in writing and editing, and knowledge of design, layout, and publication standards.
 4. Well-developed skill in public speaking with an emphasis on persuasive communication techniques.
 5. Ability to perform detailed analyses of data and information and make recommendations.
 6. Knowledge of supervisory principles and ability to manage the operations and programs of the unit/team.
- Ability to interact with contacts in a businesslike, customer service-oriented manner; maintain a strong presence in, and participate with, media officials.
 - Ability to use computer hardware and modern office suite software.

PREFERRED QUALIFICATIONS

- Experience working in public relations for aviation or transportation industries.

EDUCATION

- A Bachelor's Degree in Communications, Journalism, Public Affairs, or related field or an equivalent combination of education, experience and training totaling 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 the eight 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

- Is subject to holdover and recall on a 24-hour basis for essential services and emergencies.