

Peninsula Airport Commission
Position Description
**Marketing & Public Relations
Specialist**

**Newport News
Williamsburg Airport**

Department: Administration

FLSA Status: Exempt

Job Status: Full Time

Reports To: Deputy Executive Director

Positions Supervised: none

POSITION SUMMARY

The Marketing and Public Relations Specialist is responsible for marketing the airport to prospects, customers, stakeholders, airlines, granting institutions, and the local community through paid, earned, owned, organic, and presentation vehicles that build positive awareness and frequent usage of the airport.

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Essential Functions:

- Marketing and Advertising
 - Create, implement, and regularly evaluate marketing strategies and initiatives
 - Ensure brand consistency across marketing materials
 - Prepare and implement the airport terminal advertising plan
 - Conducts market research as needed and prepares monthly passenger reports
 - Identifies new opportunities for passenger growth
 - Constructs and presents detailed programs outlining airport activities and air service development projects
 - Interfaces with the airport's designated advertising agencies to develop and manage the airport external and internal advertising plan
 - Crafts and implements promotional activities and promotional items in support of marketing goals
 - Management of consumer-based email database
 - Development of annual market plans, including marketing strategies, initiatives, budgets, and the integrated communication calendar.
 - Coordinate marketing and advertising suppliers' efforts and costs, ensuring spending remains within pre-approved levels
 - Provide regular marketing updates to the Peninsula Airport Commission
 - Coordinate the development and placement of in terminal advertising to meet advertisers' goals, while fitting within the airport branded experience
 - Develop and deliver promotional, signage, and presentation materials used in and around the airport.

- **Social and Owned Media Ownership**
 - Actively manage, post, and respond to all feedback on the airport's social media sites including Facebook, Instagram, LinkedIn and TickTok.
 - Track social media metrics to determine audience growth rate, volume, reach, engagement, and activity
 - Facilitate and capture organic content representing the airport's facilities, staff and customer base that can be used in social posts and promotional materials.
 - Actively manage, grow and leverage the airport's email lists, creating and sending periodic communications that increase awareness and usage of the airport.
- **Public Relations**
 - Plan, coordinate, and attend special events, including (but not limited to) press conferences and photo opportunities
 - Develop and lead communications plans and content including press releases, fact sheets, message points and features
 - Lead the planning and execution of public relations efforts and events announcing newsworthy subjects that help build the airport's brand within the community.
 - Seek earned media opportunities such as feature articles within local publications that can help build awareness and usage of the airport.
- Perform all other tasks as assigned.

Education: *Bachelor's Degree in communication, marketing, or related field preferred.*

Experience: *Minimum of 2 years' experience in marketing/advertising, managing social media, marketing, business development, public relations.*

Other Requirements:

- *Strong written and verbal communication*
- *Strong interpersonal skills and experience communicating with internal and external audiences and members of the business community and media*
- *Strong creative and presentation skills, including proficiency in presentation software such as Canva, PowerPoint, and Adobe Suite*
- *Good analytical skills and proficiency in Microsoft Excel, Google Sheets, or other spreadsheet software*
- *Ability to work independently, troubleshoot problems, and make recommendations, and independently complete assigned tasks*

Physical Requirements:

- *Prolonged periods of sitting at a desk and working on a computer*
- *May occasionally lift and/or move up to 15 pounds*
- *While performing the duties and responsibilities of this job, the employee is regularly required to stand, walk, run, lift, use hands, talk, hear, see, taste and smell.*

The Company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the Company reserves the right to change this position description and/or assign tasks for the employee to perform, as the Company may deem appropriate.