City of Rapid City  
Job Description

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<thead>
<tr>
<th>Job Title</th>
<th>Airport Marketing, Communications and Air Service Development Manager</th>
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<td>Job Code:</td>
<td>AMCM</td>
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<td>Pay Grade:</td>
<td>NU21</td>
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<td>FLSA Status:</td>
<td>Exempt</td>
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<td>Date Revised: 9.15.21</td>
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**General Summary:** The Airport Marketing, Communication and Air Service Development Manager manages multiple aspects of the Airport’s marketing, public relations, media relations, and communications programs. Responsibilities include write and produce news releases, advertisements, brochures, and other marketing materials, and serve as the Airport’s 24/7 media contact; and manage all marketing efforts to promote the Airport and assist with increasing its customer base and revenues.

**Essential Duties and Responsibilities:**

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

- Manages marketing functions, advertising, corporate communications, and supervises campaigns for such areas as customer service, airfield construction, general aviation, and advocacy programs. Conceives, gains approval of, and supervises execution of media campaigns. Prepares and presents a marketing program budget to the Airport Directors and Board.
- Directs public affairs function, public information programs, and media relations that have impact on the airport and its mission, operations, and other internal/external publics.
- Develops, maintains, and executes airport marketing materials for local, regional, and national markets working closely with the marketing agency of record.
- Support community and corporate relationships to establish ties, partnerships, governmental affairs, outreach, and tours.
- Disseminates and follows up on news releases and media announcements to promote the Airport as an organization.
- Develops and sells advertiser packages, to create additional advertising opportunities and generate revenues for the airport.
- Attends air service development conferences in conjunction with the Airport Executive Director and makes presentations to encourage airline air service growth.
- Develops and publishes Social Media content to communicate complex ideas to various audiences.
- Manages the Airport’s website maintenance, including publishing and editing content, and contacting the website vendor for necessary updates and changes.
- Manages the Airport’s information display system (baggage, flight, gate and advertising information).
- Acquires, analyzes and reports on various statistical data points related to marketing, customer retention and air service development.
- Attend meetings, seminars, conventions, and workshops to further knowledge, stay informed of the changes in the airport/tourism industry and exchange information.
- Provides assistance with additional airport administration office duties as required.
Qualifications:

Education and/or Experience:

- Bachelor’s degree from accredited four-year college or university with major coursework in marketing, communications, journalism, graphic arts/design or a closely related field; and
- Five or more years of related experience in the principles and practices of communications (including crisis communications), public relations, marketing, advertising and customer service.
- Excellent writing and editing skills along with excellent public speaking skills and the ability to interact positively with members of the media, patrons, tenants and the general public, sometimes in the adversarial circumstance.
- Must be skilled in data and market analysis and company positioning, brand identity, competitive analysis, strategic advertising, market communications, promotional marketing and digital applications.
- Must be highly proficient and knowledgeable about digital marketing strategies and utilizing social media for marketing and public relations purposes.
- A relevant combination of education and experience may also be deemed suitable to the hiring authority
- Intermediate or advanced skill level in graphic creative software.

Certificates, Licenses, Registrations:

None required

Working Conditions:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually loud with frequent interruptions to be expected.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to reach with hands and arms and taste or smell. The employee must regularly lift and /or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds.