

SPOKANE AIRPORTS

JOB DESCRIPTION

JOB TITLE: Air Service Development Specialist

DEPARTMENT: Administration

REPORTS TO: Director, of Marketing/Public Relations

DATE: September 2011

BASIC PURPOSE:

Under the general direction of the Director of Marketing and Public Relations, oversees the execution of strategic and tactical plans to attract and retain all airlines to the Spokane/Coeur d'Alene market and to increase flights in domestic and international markets. Provide key leadership for the Airport in the execution of short- and long-range market strategies and strategic initiatives toward achieving specific market objectives.

SUPERVISORY DUTIES:

None.

MAJOR RESPONSIBILITIES:

- Oversees the implementation and execution of the strategy to attract all airlines to this market and to increase flights in domestic and international markets.
- Makes recommendations and implements all elements of the Air Service Incentive Program (ASIP).
- Develops, based on market research, recommendations for the development of new service and plans for market expansions.
- Executes the short- and long-range marketing strategies for prospective air service markets.
- Develops periodic short and long term forecasts for the budget as well as planning support.
- Provides input to the establishment of the annual goals and objectives of GEG's passenger and cargo development, both internationally and domestically.
- Prepares and reports on all call plans for passenger and cargo sales calls.
- Reports on a regular basis on traffic trends globally and domestically.
- Develops and presents business case presentations to airline staff.
- Leads logistical and analytical elements of major industry trade events such as "Jump Start" conferences.
- Directs and oversees contract consulting firms and monitors expenditures.
- Prepares budget requests and business plans.
- Maintains and establishes relationships with airlines, corporate travel managers, travel agent community, business organizations, industry peers, and trade associations.
- Performs data analysis of monthly and annual key performance Indicators including departures, fares, and seats as well as best practices of other airports
- Develops and maintains survey databases on GEG airport customers, customer needs, and customer satisfaction.
- Fields media inquiries.
- Performs public speaking and trade show exhibiting.
- Creates promotional, marketing, and presentation materials, as well as social media programs such as, but not limited to Facebook and Twitter.
- Performs other duties as assigned.

WORKING CONTACTS WITH OTHERS (INTERNAL AND EXTERNAL):

Regular contact with airlines, consultants, co-workers, tenants and the general public.

WORKING CONDITIONS, TRAVEL, ENVIRONMENT AND POTENTIAL HAZARDS:

Work is primarily in an office with moderate travel. Minimal exposure to weather elements. Occasional exposure to aircraft noise and exhaust.

EQUIPMENT OPERATION REQUIRED:

Computers, phones, calculators, copier, and other office equipment. Ability to drive.

MINIMUM REQUIREMENTS:

Education/Experience:

- Bachelor degree in business, marketing, market research, or other related field.
- Eight years of demonstrated experience in work directly associate with airline rout economics, including route planning experience at an airline, as an airline or airport consultant, or similar experience in the aviation industry.
- Experience researching/gathering information, compiling reports and correspondence, and communicating information to the public.
- Valid state driver license, free of serious or frequent traffic violation.

Knowledge/Skill/Ability:

- Domestic and international airline passenger and air cargo operations and network decision-making processes to effectively represent the airport with airlines.
- Research methods and practices and relevant sources to gather data for tracking and analysis.
- Principles of passenger and air cargo carrier route planning to prepare proposals and presentations for current and potential GEG carriers.
- Principles of graphic design and layout.
- Knowledge of aviation regulatory affairs and airport airline use agreements.
- Analyze a variety of demographic, psychographic, and travel propensity data and create spreadsheets regarding same.
- Communicate effectively in oral and written format to prepare and present presentations to airlines.
- Develop sophisticated cost comparisons using spreadsheets with formulas and lookup tables.
- Prepare visually-pleasing world-class marketing materials that support the Airport's brand strategy.
- Manage social media including but not limited to Facebook and Twitter
- Special Events Coordination
- Exercise sound independent judgment within general policy guidelines.
- Establish and maintain effective working relationships with those contacted in the performance of duties and to work as a team.
- Work under deadlines and coordinate several concurrent assignments.
- Work with minimum supervision.
- Travel to meet with airline executives to deliver presentations and develop long-term partnerships.
- Read, interpret and communicate data and draft accurate written reports.
- Must be able to think strategically and be willing to take the initiative to act on plans.
- Maintain confidentiality.

Physical Requirements:

- Able to move about facilities & all areas of responsibility
- Ability to operate a computer, fax, telephone and other office equipment
- Ability to communicate via email and phone
- Ability to lift or move up to 50 lbs.
- Ability to reach under, around and behind desks, tables and equipment
- Ability to stand or sit for an extended period of time
- Ability to use hands to finger, handle or feel
- Close vision, color vision, depth perception and ability read small print required
- Ability to talk and hear

Security: All SIA employees must be able to obtain and maintain an Airport security badge as a condition of employment.