

**TRI-CITIES AIRPORT AUTHORITY
JOB DESCRIPTION**

POSITION: MARKETING AND COMMUNICATIONS SPECIALIST

Classification: Exempt	Department: Marketing
Reports to: Director of Marketing & Air Service Development	Effective Date: April 2024

I. JOB SUMMARY

This position provides support for Tri-Cities Airport Authority (TCAA) marketing initiatives, focusing on internal and external communications, media relations, community relations, marketing and promotional plans, and event planning. This role is dedicated to achieving outcomes that align with TCAA's overall goals. The position will lead in-airport advertising and promotional programs, with a primary emphasis on enhancing the airport's brand through strategic marketing and communication efforts while actively contributing to air service development programming and marketing.

II. ORGANIZATIONAL RELATIONSHIP

Reports to: Director of Marketing

III. REPRESENTATIVE DUTIES AND RESPONSIBILITIES (Essential: 80%)

- A. Lead the development and implementation of marketing campaigns, newsletters, brochures, press releases, and digital media content.
- B. Write and edit press releases, articles, proposals, reports, brochures, e-newsletters, and other materials, and conduct supporting research as needed.
- C. Monitor and report earned media coverage and accuracy of reports, alerting Director of Marketing & Air Service Development to any concerns.
- D. Participate in marketing and communications strategic planning and implementation.
- E. Manage website content, including uploading documents and making necessary changes as needed to ensure accuracy and relevance.
- F. Represent TCAA/TRI and attend events regularly and as requested.
- G. Subject to call back on short notice in the event of an emergency.
- H. Maintain professional appearance and demeanor.
- I. Coordinate the airport's social media presence, creating multimedia content, responding to inquiries, and moderating communities.
- J. Assist in organizational branding initiatives to maintain a consistent and compelling brand image.
- K. Manage the corporate apparel site, with assistance from airport services staff.
- L. Plan and coordinate special events and community involvement activities, including public speaking engagements.
- M. Serve as TCAA spokesperson in the absence of the Director of Marketing & Air Service Development at the direction of the Airport President & CEO.
- N. Collaborate with internal teams to develop employee communication strategies and materials.
- O. Act as a liaison in media relations activities, responding to media inquiries, and generating story ideas.

IV. NON-ESSENTIAL DUTIES: (20%)

- A. Schedule and conduct tours of airport facilities.
- B. Prepare for marketing committee meetings: notify members, take RSVPs, and set up the room.
- C. Coordinate seasonal displays in the terminal.
- D. Coordinate or assist with all aspects of on-airport events including invitations, guest lists, catering, facilities, decorations, entertainment, prizes, etc.
- E. Coordinate or assist with local tradeshow participation, special marketing promotions, and sponsorships.
- F. Take photos/videos of airport functions, unique aircraft, special visitors, etc.
- G. Assist with selection, inventory, and distribution of promotional items.
- H. Perform other duties as assigned.

V. EDUCATION

- A. Bachelor's degree in marketing, communications, journalism, or related field.
- B. Three to five years' experience to include educational experience in marketing, public relations, or advertising.

VI. PRIMARY SKILLS:

- A. Excellent writing and communication skills with the ability to effectively convey messages to diverse audiences.
- B. Strong project management skills and organizational skills, with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously.
- C. Proficient in social media management, encompassing understanding of platforms, audience analytics, current trends, content development, and audience growth strategies.
- D. Creative marketing ideas and problem-solving skills.
- E. Highly motivated, self-confident, and able to work independently.
- F. Proficiency with Microsoft applications, Canva and Adobe Creative Suite, particularly Photoshop, InDesign, Illustrator, and Premiere Pro, for creating visual content and multimedia assets.
- G. Collaborative and team-oriented mindset, with experience working cross-functionally with internal teams and external partners.
- H. Proven track record of developing and executing successful marketing campaigns across various channels, including traditional and digital media.
- I. Strong understanding of branding principles and experience in maintaining brand consistency across all communication channels.
- J. Experience in managing media relations, including drafting press releases, pitching stories to journalists, and managing media inquiries.
- K. Demonstrated ability to analyze market trends, conduct market research, and apply insights to develop effective marketing strategies.
- L. Flexibility and adaptability to work in a fast-paced environment and respond to changing priorities and emerging opportunities.
- M. Ability to function in a wide variety of social, business, and cultural environments and work well with a broad range of individuals and personalities.
- N. Ability to function under pressure and in crisis situations.

VII. SECONDARY SKILLS

- A. Basic photography and videography.
- B. Experience in event planning and coordination, including organizing promotional events, trade shows, and community engagement activities.

VIII. WORKING CONDITIONS/ENVIRONMENT

Job is performed in a well-lighted, well-vented, modern office setting. Job requires frequent movement from one work location to another with occasional sitting tolerance. Individual must be able to drive to and from various locations, on and off premises. Professional attire, grooming, and demeanor required.

IX. WORK SCHEDULE

The position requires forty hours per week, Monday through Friday from 8:00 a.m. to 5:00 p.m. Must be able to update websites and social media outlets remotely on weekends and at any time in case of emergency. Occasional early morning, evening and weekend work required. Ability to come in on short notice in the event of an emergency. Physical ability to lift up-to 25 pounds is necessary.