

Aviation Marketing Coordinator

POSITION SUMMARY:

Coordinate marketing projects; coordinate media and public relations activities; create content for promotional and informational material and perform a variety of professional tasks in support of assigned area of responsibility.

Job descriptions are intended to present a general list of tasks/duties performed by employees within this job classification. Job Descriptions are not intended to reflect all duties performed within the job.

SUPERVISION RECEIVED AND EXERCISED:

Receive direction from higher level supervisory or management staff.

May exercise supervision over lower level staff

ESSENTIAL AND SUPPLEMENTAL FUNCTIONS:

ESSENTIAL FUNCTIONS: (Essential functions may include, but are not limited to the functions listed below)

1. Update and maintain the Albuquerque International Sunport's website as well as monitor and oversee the social media presence (Facebook, Twitter, etc.) responding to postings when needed and appropriate.
2. Respond in a timely manner, with accurate information, to inquiries from the media, public or other private and government agencies via email and other methods.
3. May serve as spokesperson for the Sunport, providing information on incidents or events and performing on-camera interviews, telephone interviews or statements for written stories.
4. Coordinate marketing and public information projects; oversee the development of promotional and informational materials in various formats.
5. Provide citizens with timely and accurate information through website, social media, media releases, public calendars and other communication tools.
6. Assist in coordinating the community outreach program for the Sunport by speaking to various groups, attending community functions and providing tours of the facility to schools and other groups.
7. Assist in the activities of a volunteer program and the planning of special events such as grand openings and air service launches, ensuring they are attended by appropriate parties and receive media coverage.
8. Assist with producing media releases, marketing materials, fact sheets and other items in support of the Albuquerque International Sunport's public relations and marketing efforts.
9. Assist with Inspection of Public Record Act requests from general public and the media as needed.
10. Collect and maintain accurate records of media coverage, advertising and media releases in the form of documents, publications and other resources.
11. Act as the Sunport Historian liaison, documenting events through written and photographic means to ensure an accurate history of the facility is maintained for future administrations.
12. Serve as chairperson of the holiday committees, overseeing four subcommittees, aimed at enhancing the Sunport's image and creating a more pleasant environment for customer's during the busy and stressful time of the year for travel.

SUPPLEMENTAL FUNCTIONS:

1. Attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of marketing, media/public relations and graphic design.
2. Respond to public inquiries received from 311 call center tickets and emails; provide information as requested within the area of assignment.
3. Perform related duties and responsibilities as required.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:

Education and experience directly related to the minimum requirements below may be interchangeable on a year for year basis.

Bachelor's degree from an accredited college or university in marketing, communications, public relations, or business administration; **and**

Four (4) years of marketing or communications experience.

Social media platform and webpage management experience preferred.

ADDITIONAL REQUIREMENTS:

Dependent on position may require a New Mexico Driver's license and a City Operator's Permit (COP).

Must be able to successfully qualify for and maintain a Sunport Access Control Card as determined by the criteria set forth by the policies and guidelines of the Aviation Department and the Transportation Security Administration (TSA).

PREFERRED KNOWLEDGE:

- Principles and practices of programs and activities
- Mass communication principles and practices
- Web design principles and practices
- Operations, services and activities of assigned programs and activities
- Principles of supervision, training and performance evaluation
- Methods and techniques of conducting research
- Modern office procedures, methods and equipment including computers
- English usage, spelling, grammar, punctuation and vocabulary
- Internet information retrieval and protocol
- Pertinent Federal, State and local laws, codes and regulations

PREFERRED SKILLS AND ABILITY:

- Prepare clear and concise reports and marketing materials
- Recommend and implement goals and objectives for providing marketing services
- Design and edit various publications
- Research and create appropriate marketing materials
- Interpret and explain City policies and procedures
- Analyze and synthesize information with attention to detail and accuracy

- Prepare clear and concise proposals, specifications, reports, documentation and correspondence
- Work within defined timelines for project completion
- Communicate clearly and concisely
- Establish and maintain effective working relationships with those contacted in the course of work including the general public
- Speak in front of crowds and on camera
- Perform the essential functions of the job with or without reasonable accommodation

WORKING CONDITIONS:

Environmental:

Office environment, exposure to computer screens; certain assignments and projects may require outdoor and/or off-site exposure; occasional travel;

Physical:

Essential and supplemental functions may require physical condition necessary for walking, standing or sitting for prolonged periods of time. Ability to lift 50 pounds and transport displays and marketing materials to events.