



CLASS SPECIFICATION

08/10/2017

DIRECTOR OF AIRPORT MARKETING, 1768

SUMMARY OF DUTIES:

The Director Airport Marketing directs professional staff in the development and implementation of an overall marketing strategy and comprehensive advertising program to increase international and domestic business opportunities to Los Angeles World Airports (LAWA); and, supervises professional staff engaged in activities designed to attract and retain new business ventures to Los Angeles World Airports. An incumbent develops and implements a strategic marketing plan to guide all aspects of marketing efforts; drives strategy and executive marketing initiatives for LAX brand awareness, new projects, status updates, and rebranding campaigns; applies sound management principles and techniques in building and maintaining an effective work force; fulfills Equal Employment responsibilities; may personally perform marketing duties, and does related work.

CLASS CHARACTERISTICS:

The Director of Airport Marketing will have major responsibilities in the development of comprehensive air service and other airport marketing programs and strategies. An incumbent will also be responsible for the direction and supervision of the implementation of programs through professional staff, or will perform sales, marketing, and promotional activities for LAWA; and also responsible for the attainment of marketing goals that are consistent with the LAWA's overall business objectives; and, to clearly define the target position within the service area. Assignments are received in terms of general objectives, and work is evaluated in terms of results achieved. This position differs from Commercial Development Division managers in that employees in those positions are responsible for landside business development such as properties, concessions and asset management. Employees in this classification will be responsible for developing and supervising comprehensive airport marketing programs; or, will be responsible for directing the sales, marketing and promotion activities of LAWA; for planning, directing, coordinating and participating in activities designed to market and promote the usage of LAX facilities; enhancing rental and derived event revenue; developing new business opportunities; establishing and enhancing working relationships with the hospitality community; researching and monitoring the hospitality market for emerging trends and opportunities; and making strategic recommendations to management.

Examples of Duties:

- Directs the preparation of air service research and market studies of air service providers in order to determine appropriate marketing strategies and to identify potential markets;
- Supervises, plans, assigns and reviews the work of staff involved in the development and implementation of an overall marketing strategy and comprehensive advertising program to increase international and domestic air service to LAWA managed airports
- Collaborates with the agency's management team to establish marketing objectives consistent with the agency's overall business objectives and to clearly define the target position within the service area;
- Establishes and implements objectives to build awareness in the Southern California market through organizational memberships, event participation, and communications;
- Provides support to the executive management and coordinates special projects including support to public/private alliance, customer service, social media interactivity, and various related projects;
- Coordinates special events hosted at LAX related to airport or airline service initiatives, legislator's meetings/events, and community-focused programs;
- Represents LAWA and builds alliances with City Council, community leaders, business partners, airline representatives, civic organizations, and citizens at key regional events and membership gathers;
- Provides briefings to LAWA management as well as the Board of Airport Commissioners on marketing issues as needed or directed;
- Monitors and evaluates the performance of subordinates engaged in researching and developing air service marketing strategies and plans;
- Directs staff in the preparation of route support applications of LAWA air carriers;
- Manages the Airports' Strategic Marketing Alliance with the Los Angeles Convention and Visitors Bureau;
- Works with the Airports Council International organization and its committees for the development of strategic policies and programs to support and improve air service at LAWA airports;
- Meets with organizations, societies, associations, partners, and principals in the hospitality industry to market and promote LAX, enhance LAWA's position in the convention market place, and solicit new business through personal networking, print media, and electronic social networks;
- Develops new outreach tasks using emerging media and opportunities;
- Collaborates with the principals of the hospitality community;
- Represents LAWA at industry events;
- Conducts and oversees sales-related travel to accomplish aforementioned tasks and objectives;
- Directs, supervises, and coordinates similar marketing and promotional activities being performed by subordinate staff;

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- Researches and supervises subordinate staff in researching the hospitality market, including current market conditions, emerging trends, LAWA's competitive position and rate schedules, specialized markets (e.g. underserved ethnic markets, overseas, medical, and educational markets), and new technologies;
- Presents marketing strategies and program developments before the Board of Airport Commissioners;
- Determines short and long term goals of the air service marketing program;
- Meets with marketing staff to discuss plans and activities in terms of goals to be achieved, appropriateness of methods and establishes criteria for evaluating the success of strategic plans and activities;
- Recommends programs to be undertaken relative to air service support in order to improve LAWA's competitive position in marketing to air carriers;
- Represents LAWA before a variety of international and domestic groups and organizations in the air service industry and government agencies; and
- May be assigned to other duties for training purposes or to meet technological changes or emergencies.

Qualifications: The Director of Airport Marketing must have the following:

Knowledge of:

- The principles and techniques used in promoting airport facility use to air carriers and soliciting passenger and cargo related business;
- Consumer behavior, consumer research and marketing principles and sound business judgment;
- Strategic planning;
- The key issues facing the air service industry and the economic and political factors that influence the air service industry;
- The factors involved in the preparation of route support applications;
- Marketing strategies as they relate to air service;
- Market research techniques;
- The principles of supervision; and
- Effective safety principles and practices.

The ability to:

- Plan, direct and supervise the work of others engaged in the development and implementation of specific marketing plans and activities;
- Develop a comprehensive marketing strategy and plan for Los Angeles World Airports;
- Review and evaluate marketing, and promotional activities;
- Deal tactfully and effectively with individuals and organizations;
- Apply effective sales techniques;
- Use various social media as a sales and promotional tool;
- Maintain records and prepare comprehensive reports;

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- Develop and plan sales-promotion activities and evaluate their effectiveness;
- Direct the work of subordinates involved in sales, promotion, and marketing work;
- Deal tactfully and convincingly with guests and potential guests of LAX employees and government agencies and to communicate goals and objectives; and
- Evaluate work in terms of objectives achieved.

Minimum Requirements:

1. A Bachelor's Degree from an accredited college or university; and
2. Four years of full-time paid professional experience in the development and implementation of air service related marketing, or managing logistics and the organization of trade shows or marketing events for a large organization; or overseeing projects and making recommendations to a board or commission which approves event use, renovations, tours, projects or related development or marketing activities.

Appointment to a position in this class is subject to a one-year probationary period under the provisions of Section 1011 of the City Charter.

License: A valid California driver's license and a good driving record are required.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties and responsibilities of any position shall be.