

Akron-Canton Airport – Job Description

Job Title: Marketing & Communications Manager
Reports to (Title): Vice President of Marketing & Air Service Development
Department: Marketing & Air Service Development
FLSA Status: Exempt
Date Created: October 2021
Revised:

The Akron-Canton Airport is an Equal Opportunity Employer

Job Summary:

Responsible for managing marketing functions, advertising, corporate communications, and supervising campaigns for such areas as customer service, airfield construction, general aviation, and advocacy programs. Conceives gains approval of and directs and leads the execution of media campaigns. Overseeing, implementing, and innovating the Airport's award-winning communications. Manage all marketing efforts to promote the Airport and assist with increasing its customer base and revenues. Responsible for informing, empowering, and delighting customers through our communication channels which include traditional and digital. Assist with Air Service initiatives and serve as a backup for Air Service Development.

Essential Functions:

- Ensure that the activities of the department and relevant programs are consistent with the mission, vision, core values, and sponsored initiatives of the Akron-Canton Airport Authority.

Manage social media:

- Oversee Akron-Canton Airports presence on social media
- Create, post, and monitor content on Facebook, Twitter, Instagram, LinkedIn, YouTube, TweetDeck, Snap, TikTok, etc.
- Develop and implement a monthly social media content calendar and multiple promotional campaigns
- Track, review, and analyze social media analytics with bi-weekly and annual reporting
- Creation and fulfillment of social media contests
- Create engaging social media posts
- Research and apply new and current social media trends

Email marketing:

- Write and send monthly customer newsletter (CAK Connections), a weekly fare sale email (Fare Aware), monthly airport authority newsletter (CAK Insider), and bi-monthly tenant newsletter (CAK Final Approach)
- Track analytics of email sends and continually add new email addresses

Crisis communications:

- Work with the Vice President of Marketing & Air Service Development and outside crisis communication agency to help manage communications including social media, emails, and website in the event of a small- or large-scale incident at the Airport
- Be on call 24/7 in the event of an incident

Photography, videography, and graphic design:

- Take and edit photos of events, aircraft, and airport happenings
- Take and edit video of airport events, aircraft, and passenger testimonials
- Design airport signage, banners, digital ads, invitations, and social media content according to brand standards (large/specialized projects can be handled by agency partners)

Event planning:

- Plan and manage events, press conferences, open houses, customer appreciation days, groundbreakings, media tours, and networking events

Other duties:

- Represent CAK at airport industry conferences as required
- Utilize SilverStripe for website updates, contests, and CAK Fan Shop
- Collaborate with agency partners to convey projects and monitor deliverables
- Design CAK branded appeal, merchandise, swag, and collaborate with vendors
- Screen and answer sponsorship requests

Job Requirements:

Education: Bachelor's degree from an accredited college or university in marketing or communications, etc.

Experience: 5 -7 years professional experience in marketing communications, social media, public relations, writing, event planning, etc.

Specific Skills / Knowledge:

- Strong Computer skills – Microsoft (Word, PowerPoint, Excel)
- Adobe Creative Cloud (Photoshop, InDesign, Illustrator, and Audition)
- Excellent communication skills – written and verbal
- Web and social analytics experience
- Social media skills
- Photography skills

Supervisory Responsibilities: Manages the Marketing & Communication Assistant

Working Conditions / Physical Demands:

The work is frequently performed out of an office environment in and around the Airport and the community. While performing the duties of this job, the employee is frequently required to work at a desk using a computer or phone or performing office work; sit; stand; walk; use hands to operate equipment and handle objects; and talk or hear. The incumbent will occasionally use hands to grasp and type on a keyboard. The employee will occasionally lift, push, pull, or move objects weighing up to 10 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Interfaces:

Internal: employees, management

External: tenants, vendors, contractors, federal agencies, customers, disadvantaged enterprises, community organizations, concessionaires

Success Factors:

- Must exhibit strong interpersonal skills, including courteous, respectful demeanor, tact/diplomacy, awareness of others, and commitment to building relationships and working with diverse internal and external groups.
- Ability to establish and maintain effective working relationships with management, contractors, vendors, concessionaires, community organizations, and inter-departmental colleagues.
- Motivated, curious, creative, innovative, and productive communicator
- Ability to multitask in a fast-paced environment with strong organization skills
- Must possess strong written and verbal communication skills and the ability to write and present reports and speeches. Including the ability to represent the Airport to the community (public relations skills)
- Must exhibit strong judgment and decision-making skills.
- Ability to work a flexible schedule and attend evening or weekend events.
- Ability to define problems and resolve them quickly with strong attention to detail.
- Must present a sense of urgency to organize and prioritize work for Airport's benefit.
- Ability to motivate and lead staff with a positive attitude and a **"WIN"** (What's Important Next) philosophy.
- Willingness to assist other departments.

The specific statements shown in each section of this description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job. At the employee's request, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job. Nothing contained in this job description is intended to create (nor shall be construed as creating) a contract of employment (expressed or implied) or guarantee employment for a definite or indefinite term.

Employee Acknowledgement:

I hereby acknowledge that I have read and received a copy of this job description. I understand the requirements, essential functions, and duties of the position. I am able to perform the essential functions as outlined with or without reasonable accommodation. I further understand that my employment shall be "at will" at all times, meaning that either the Akron-Canton Airport or I may terminate my employment with or without notice or cause at any time.

Signature: _____

Print Name: _____

Date: _____