

## Akron-Canton Airport – Job Description

**Job Title:** Marketing & Advertising Assistant – Part-time  
**Reports to (Title):** Marketing & Communication Manager  
**Department:** Marketing  
**FLSA Status:** Non-Exempt  
**Date Created:** October 2021  
**Revised:**

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### The Akron-Canton Airport is an Equal Opportunity Employer

#### Job Summary:

This role has the opportunity to assist in the efficient planning and implementation of marketing, communication and advertising efforts, including but not limited to media planning and purchasing, advertising, event planning, business research, and analysis. This position is responsible for reporting on advertising metrics, including results, and preparing the Marketing & Communications team with the information to make important decisions based on trends, third-party data, and analytics. This role will assist in the making of strategic decisions and increase ROI with paid media and advertising efforts. This position also assists in the coordination of in-kind marketing programs, sponsorships, and promotions using current market data. Assists in preparing promotional plans with the Marketing & Communications Manager and assists the Corporate Relations Manager with external campaigns.

#### 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.
- Analyze, negotiate, plan and purchase media across both offline and online media channels as assigned
- Place approved ads for Facebook, Google Search, Google Display, YouTube, LinkedIn, radio, billboards, streaming, and relevant emerging outlets as assigned
- Manage placed media during campaign and monitor performance, adjust as needed to meet or exceed performance expectations
- Assist with email communications, marketing lists, and email opt-in imports
- Assist with tracking and updating competitive market research.
- Manage events and engagements plan, budget, coordinate orders and deliveries, communicate timelines, and needs, set up, tear down, document results.
- Assist with swag ordering and putting together of giveaways
- Ability and willingness to learn Adobe Creative Cloud (Photoshop, InDesign, Illustrator, and Audition)
- Other duties as assigned

#### Job Requirements:

Education: Bachelor's degree preferred in a relevant field, such as Advertising, Communications, Public Relations, Knowledge Management, Information Architecture or Marketing. Associates degree will be considered

Experience: 1 - 2 years of experience. This is an entry-level position, internship experience in relevant field preferred

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### Specific Skills/Knowledge:

- Excellent communication skills – written and verbal
- Strong computer skills – Microsoft (Word, PowerPoint, Excel)
- Web and social analytics experience
- Social media knowledge
- Ability to take photos with a cell phone
- Must have a valid driver's license

### **Supervisory Responsibilities:** n/a

### **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 often use hands to grasp and type on a keyboard. The employee will occasionally lift, push, pull, or move objects weighing up to 25 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.
- Ability to multitask in a fast-paced small team environment with strong organization skills.
- Must possess strong written and verbal communication skills and attention to detail.
- Must be proactive, quick to learn with the ability to manage multiple projects and meet deadlines.
- 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 mindfulness and strong attention to detail.
- Must present a sense of urgency to organize and prioritize work for Airport's benefit.
- Possession of a great attitude and a "**WIN**" (**W**hat's **I**mportant **N**ext) philosophy.
- Willingness to assist other departments.

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*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: \_\_\_\_\_