



Marketing Specialist

Class Code:
4208

CITY OF FAYETTEVILLE
Established Date: Aug 31, 2016
Revision Date: Aug 31, 2016

SALARY RANGE

\$22.04 - \$34.16 Hourly
\$1,763.19 - \$2,732.96 Biweekly
\$3,820.25 - \$5,921.42 Monthly
\$45,843.00 - \$71,057.00 Annually

GENERAL PURPOSE:

To perform marketing, public relations, and promotional activities for the airport department, such as: event planning, community relations, develops and coordinate annual marketing plan to advertise and promote the Fayetteville Regional Airport to the local and regional community.

ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Participate in the development and implementation of a comprehensive marketing program aimed at increasing Airport awareness to all FAY customers.
2. Implements the Airport's social media strategy and activities.
3. Maintain/modify FAY Website and social media sites as necessary.
4. Coordinates third party administration approval of terminal advertising programs.
5. Coordinate both internal and external events such as, ribbon cutting, inaugural flight events, employee retirement/departure receptions, and other public relations events.
6. Establish and maintain business and media contact and relationships.
7. Assists with TV, radio and other advertising campaigns.
8. Monitor and analyze airport customer survey results. May conduct marketing research or develop additional marketing surveys.
9. Provide photography support for Airport promotional purposes.
10. Coordinate inventory of promotional items.
11. Demonstrate excellent verbal and written communication skills.

NON-ESSENTIAL / SECONDARY DUTIES

1. Perform other duties as assigned to assist the Airport Department.

MINIMUM QUALIFICATIONS:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Two years of marketing or public relations experience.

Training:

Equivalent to an Associate's degree from an accredited college or university with major course work in marketing, communications, public relations, journalism or a related field.

KNOWLEDGE, SKILLS & ABILITIES

Knowledge of:

- Microsoft Office, Word, Excel and PowerPoint.
- Social media platforms such as Facebook, Twitter, LinkedIn and Instagram.
- Marketing and promotional strategies.
- Web design.

Ability to:

- Be a creative thinker.
- Execute ideas with professionalism.
- Demonstrate skills in graphic design.
- Event plan.
- Work independently with little or no supervision.
- Be a team player.

SUPERVISION RECEIVED AND EXERCISED

- Receives administrative direction from Airport Director.
- No supervisory responsibility.

LICENSING & CERTIFICATIONS:

Required:

None.

Preferred:

None.

TOOLS / EQUIPMENT USED:

- Computer and other standard office equipment.

PHYSICAL DEMANDS:

Essential and marginal functions may require maintaining physical condition necessary for sitting for prolonged periods of time.

Maintain effective audio-visual discrimination and perception needed for:

- making observations
- communicating with others
- reading and writing
- operating assigned equipment.

Maintain mental capacity which allows the capability of:

- reading/comprehending
- writing
- communicating orally
- reasoning/analyzing; making sound decisions
- evaluating investment and financial data and information
- performing calculations
- demonstrating intellectual capabilities.

Effectively handle a work environment and conditions which involve:

- working closely with others
- exposure to computer screens.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities which may include the following:

- sitting for extended periods of time
- operating assigned equipment.

WORK ENVIRONMENT:

- Office environment; exposure to computer screens; working closely with others.