

King County International Airport/Boeing Field Seattle, Washington (BFI)

King County Invites Applications for
Marketing & Business Development Manager
at King County International Airport/Boeing Field



King County

Executive Search Services Provided by ADK Consulting & Executive Search



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THE AIRPORT

King County International Airport—also known as Boeing Field—is one of the busiest primary non-hub airports in the nation. Just four miles south of downtown Seattle, it averages around 180,000 operations (takeoffs and landings) each year. The airport is publicly owned by King County and is financed by airport tenants' and customers' fees, and receives no general tax revenues.

Boeing Field ranks among the most successful public investments in state history. The airport's economic impact is \$3.5 billion in terms of local business sales that support 16,336 jobs and creates \$1.8 billion in labor income in the county. The airport's 150 tenant businesses also directly support 5,209 jobs in the local economy. The airport has 45 employees: 30 non-represented and 15 represented.

The airport serves small commercial passenger airlines, cargo carriers, private aircraft owners, helicopters, corporate jets, and military and other aircraft. It is also home to the Boeing Company's 737 aircraft delivery program, along with Boeing flight test operations. The Museum of Flight is located there, with its wide variety of aircraft and exhibits showcasing aviation history. It is

frequently host to celebrities and dignitaries, including the President of the United States, who prefer Boeing Field because of its proximity to downtown Seattle and other commercial areas.

For year ending 2013, BFI had 14,941 enplanements. The 2015 operations budget is \$15,696,542. Significant capital improvement projects include:

- Home Insulation Program to be completed in 2015. Multi-year project funded through an FAA Grant (\$47million) insulating more than 600 homes
- Taxiway "A" Rehabilitation Project also funded through an FAA Grant, a multi-year project completed in 2014 (\$24million)
- Construction of a new ARFF Station funded through FAA discretionary and entitlement funds (\$7.1million) scheduled to commence spring 2015, earmarked for completion and commissioning in 2016
- Acquisition of snow removal equipment to meet FAA mandated operational requirements not funded by FAA (\$3.0million).

Significant Operators on the field include:

- Landmark Aviation
- Aeroflight
- UPS
- DHL
- Bill Gates Foundation
- Boeing Flight Test
- Boeing 737 Delivery Center
- Boeing Military
- American Avionics
- Elite Aviation



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THE COMMUNITY

Seattle, Washington lies on a narrow strip of land between the salt waters of Puget Sound and the fresh waters of Lake Washington. Beyond the waters lie two rugged mountain ranges, the Olympics to the west and the Cascades to the east. It is a city built on hills and around water, in a mild marine climate that encourages prolific vegetation and abundant natural resources.

Settlers came to the Seattle area in 1851, establishing a town site they first called New York, and then, adding a word from the Chinook jargon meaning "by-and-by," New York-Alki. They soon moved a short distance across Elliott Bay to what is now the historic Pioneer Square district, where a protected deep-water harbor was available. This village was soon named Seattle, honoring a Duwamish Indian leader named Sealth who had befriended the settlers.

Seattle terrain is hilly (the city is built on seven adjacent hills) and green. There are over 150 bridges in use in Seattle, helping people travel over the many waterways in the city. 3.2 million people live in the Greater Seattle Area. About 570,000 live in Seattle itself.

Seattle, the Emerald City, has many unique points of interest that resonate with both residents and visitors. You will enjoy:

- The Seattle Space Needle
- Pike Place Market
- EMP (Experience Music Project)
- The original Starbucks

Arts & Culture - While Seattle is well known as the birthplace of grunge, we're also home to more traditional musical delights, such as one of the world's most recorded symphony orchestras and our renowned Seattle Opera, both of which enchant audiences year after year with their compelling performances. This "City of Music" offers more than eighty clubs and venues presenting live music on a regular basis, allowing you to choose anything from a sizzling jazz trio to your new favorite rock band. We're also recognized as one of the county's great theatre centers. Groups like Seattle Repertory Theatre, ACT and The 5th Avenue Theatre offer everything from world-premieres and new works to award-winning interpretations of the classics. The historic Paramount and Moore Theatres host touring concerts and Broadway shows, while over fifty other theatres produce inspired work by emerging artists. And that's just the beginning. From the grand artistry of Pacific Northwest Ballet to a poetry reading in the most intimate setting, Seattle will set the stage for you.

IMPORTANT LINKS

[Visiting Seattle - City of Seattle](#)

[Visit Seattle](#)

[704 Things to Do in Seattle, WA | TripAdvisor](#)



THE COMMUNITY *(continued)*

Shopping - Shopping is a personal experience and the Pacific Northwest offers a wide range of them. Seattle's diverse neighborhoods offer virtually every type of shopping imaginable, from outdoor gear to trendy threads. Downtown shoppers will find the latest looks at the multi-leveled Nordstrom flagship store, the always on-trend finds at Macy's Clothing Brand, to-die-for jewelry and watches at Tiffany & Co. and countless other favorite shops. Many boutiques are found in the Ballard area; the hippest shoes, fashion-forward clothing and must-have home décor at small, indie shops

all along Ballard Avenue NW. In Belltown, you will discover astonishingly gorgeous glass works at Canlis Glass Gallery & Studio and Seattle Glassblowing Studio & Gallery, plus other artsy shops and galleries. If you're a foodie, you'll love the International District which you'd be hard pressed to find anywhere else, as well as dishes, cookware and other incredible gift items.

Sports - The Seattle area is full of great spectator sports options that provide fans a near year-round schedule of games and events to watch. Seattle Mariners - Major League Baseball: The Mariners call Safeco Field, just on the edge of Pioneer Square, home. The team plays from April through October at the 47,116-seat stadium. Seattle Seahawks - National Football League: From September through early January, the Seattle Seahawks play eight regular-season home games at CenturyLink Field, which is located just to the north of Safeco Field. Home of a fervent 12th-man crowd, CenturyLink Field is considered one of the loudest stadiums in the NFL. Seattle Sounders FC - Major League Soccer: The Sounders FC debuted in 2010 as one of the MLS' newest expansion teams. The club plays at CenturyLink Field from March through October. Emerald Downs - Horse Racing: The premier thoroughbred racing venue in the Pacific Northwest is located in Auburn, WA, about 20 minutes from Seattle. The live racing season runs from April through September with year-round multi-card simulcasting.

Outdoor Activities - When the sun comes out, Seattle's outdoor-oriented culture shines, which means that adventurous activities, many within city limits, are bountiful. Seattle is bordered by a whole lot of water, which makes touring one of the many waterways a unique way to enjoy the sights. There are numerous self-guided trip options and rentals available — don't worry, sea kayaking is easy enough for a beginner to comfortably head out without a guide — including paddling from Portage Bay to the Arboretum, Lake Washington or Lake Union. A trip through Portage Bay to check out houseboats, yacht clubs and a little nature will take about an hour. Heading farther out to the other locations can take two hours or more. Try packing a lunch for a picnic at Madison Park Beach on Lake Washington. Guided tours, including sunset and full moon paddles, are also available. Some of the outfitters that can get people started on a kayaking adventure include Evergreen Escapes and Alki Kayak. For those looking for an even bigger water adventure, places such as the Center for Wooden Boats, Electric Boat Co., Adventuress, and Mallory Todd can get people sailing, yachting and virtually everything in between that involves boating.



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THE JOB

Under the general supervision and administrative direction of the Airport Director, the Marketing and Business Development Manager will formulate and implement airport development and marketing strategies to increase revenue generation, maximize airport land/facilities development and redevelopment opportunities through the creation of short and long term strategies. The Manager will develop community relations programs with the goal of fostering community engagement.

The Marketing and Business Development Manager:

- Establishes and implements an integrated strategic plan for business development at the airport that identifies air service, concessions, air cargo, general aviation, real estate, non-aviation, and commercial and industrial business development opportunities at the airport, including land acquisition and planning for airport future land requirements.
- Develops, coordinates, and implements the marketing and public relation programs designed to identify and capitalize on new business opportunities that will maximize the utilization and revenue from the airport's land and facilities.

- Establishes the processes for marketing, completing, and awarding business development opportunities on airport land within the guidelines of King County procurement policies, including preparation of requests for proposals.
- Prospects new developers and businesses interested in establishing a presence at the airport by researching various resources for potential business, creating proposals, and making presentations to prospective tenants.
- Coordinates the negotiation of new business opportunities with prospective tenants of the airport including specific terms and conditions, development plans, investment, and financing.
- Coordinates the engagement of industry specialists to analyze potential opportunities and market those opportunities to prospective tenants and the airlines.
- Represents the airport at networking, business events, and airport industry trade shows. Initiates and maintains strong and productive client relationship management strategies and tactics to ensure opportunities for investment in the airport.
- Effectively interfaces with other airport staff in the research and analysis required to develop opportunities and marketing materials for the airport.
- Supervises the real estate and property management functions of the airport.

The ideal candidate will demonstrate:

- Knowledge of business, business management, business planning, and operational process analysis.
- Knowledge of economics, economic analysis, economic modeling, forecasting and risk/benefits analysis.
- Strong analytical prowess and ability to analyze and formulate solutions to complex problems.



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JOB REQUIREMENTS

To be considered, a candidate must have a bachelor's degree from a fully accredited university in business administration, airport planning and administration, marketing, economics, finance, or a related field, with a minimum of ten years demonstrated experience in the areas of the essential duties shown above or equivalent, including real estate and property management. Experience in airport management and regulatory requirements is a plus.



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SALARY & COMPENSATION

The starting salary range for this position is \$86,584.37 - \$109,750.58 with an excellent benefit package.

HOW TO APPLY

- A. Please submit, in PDF format, a cover letter, resume, and a minimum of five professional references. The references should be diversified and include at least one individual whom you have worked directly for and one individual who has reported directly to you. Include their contact information (email and telephone number) and specify your working relationship with them. Send to ADK Executive Search at: BFI@adkexecutivesearch.com
- B. Your submission should include a separate supplement, in PDF format, with responses to the following:
 1. What has been your greatest success in business development or marketing? (Use an airport experience if applicable.) What were the reasons this project was successful?
 2. Why do you feel that this position at the King County International Airport/Boeing Field is right for you at this time in your career?
- C. Please complete the ADK employment application form at: [ADK Application Form](#) (this is a secure link). For the 3-letter identifier in the form, use BFI.



Filing Deadline: Closed to new applications

Only complete electronic submissions will be considered.

Email questions to BFI@adkexecutivesearch.com



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