

King County International Airport (BFI)
Marketing and Business Development Manager
Job Description
March, 2016

Under the general administrative direction of the Airport Director, the Marketing and Business Development Manager will utilize an entrepreneurial approach, collaborative leadership style, and effective analytical skills, to formulate and implement key business development initiatives and marketing strategies that are aligned with the Airport's Strategic Business Goals.

Working with Division and Department leadership, the Marketing and Business Development Manager will concentrate on increasing revenue generation, and maximize airport land/facilities development and redevelopment opportunities through the creation of short and long term strategies.

This individual will also take initiative to cultivate and enhance an organizational culture of community engagement by developing relations, outreach programs, and coordinating special events with the aviation business community.

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 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 and oversees 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.
- Develops and coordinates community outreach plans, programs and special events for the purpose of fostering community engagement with the aviation business community, including tenants and customers.
- Champions, cultivates, and oversees the Airport's "customer first" organizational approach for internal and external customer service on a daily basis.
- Coordinates the negotiation of new business opportunities with current and 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.
- Oversees real estate, property management, and associated planning functions of the airport.

Position Requirements

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 increasingly responsible experience in marketing and business development and the areas of the essential duties shown above, or the equivalent combination of education and demonstrated experience.

The ideal candidate will possess:

- Principles and techniques of business management, industrial development, marketing, advertising, promotion, and salesmanship.
- Principles, methods, practices and techniques involved in real estate development, new business development, leasing, and strategic asset management.
- Knowledge of economics, forecasting and risk/benefits analysis.
- Strong analytical prowess, presentation skills, and ability to analyze and formulate solutions to complex problems.
- Experience and or knowledge of airport administration and federal regulatory requirements related to airport property management, development, and business operations

Commitment to Diversity

King County values diverse perspectives and life experiences. The Department of Transportation encourages people of all backgrounds to apply, including people of color, immigrants, refugees, women, LGBTQ, people with disabilities, and veterans.