

WILMINGTON INTERNATIONAL AIRPORT  
Wilmington, North Carolina

JOB DESCRIPTION

Title: **Dir. of Business Development** Date: September 2015      Supersedes: July 2015

Authorized by: \_\_\_\_\_, Airport Director  
Signature

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**Position Summary:** Under the general supervision and administration of the Airport Director, the Business Development Director 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. Also responsible for creating, managing, and implementing the airport's community relations message and marketing programs with the goal of fostering community engagement.

**Reporting Relationships:**

- Reports to: Airport Director.
- Supervises: Marketing Asst., Terminal Advertising Rep.

**Essential Functions:**

- Coordinates the lease administration function to include lease preparation, meetings, and correspondence with tenants. Insures lease compliance and negotiations are in accordance with applicable standards and policy.
- Oversees the terminal advertising program to maximize revenue and customer
- Negotiates all rental rates with new and renewing landside tenants.
- Responsible for acquisition of land and buildings which includes targeting strategies, evaluating, negotiating and funding.
- Responsible for strategic planning and development of ILM Business Park.
- Solicitation and recruiting of business and industry into the business park. This includes marketing and lease negotiations with all potential clients. Working in conjunction with WBD and NC Department of Commerce to submit proposals for all potential development projects.
- Responsible for the accurate and timely preparation of the annual budget for landside Business Park and related revenue. Insures that a departmental budget for maintaining leased facilities and major capital projects are submitted and justified according to the business plan.
- Plans, implements and directs all marketing functions of the airport which includes an annual marketing plan, advertising budget for various types of media, airport web site, and representation at appropriate trade shows.
- Responsible for advertising and marketing of airport, commercial air service, ILM Business Park, general aviation, customs and terminal advertising. Includes creative strategies and design, media buys of TV, radio, print, digital marketing, website management and social media.

- Establishes benchmark comparisons with customer surveys and other airports to measure the performance of the marketing investments.
- Understands customers, knows who they are, anticipates their needs and meets their expectations through quality service.
- Practices good communication skills through effective listening and openly exchanging information in a timely manner when meeting with the Authority, department directors, employees, tenants, vendors, and other customers.
- Performs responsibilities as an effective and efficient team player and willingly participates in special projects including air shows, concerts, surveys and other events as requested.
- Actively demonstrates good leadership skills: leads by example through values and vision; builds and maintains trust; promotes team performance; champions empowerment; facilitates learning; promotes customer satisfaction through quality service and continuous improvement; exercises fairness; promotes collaboration; and promotes and implements recognition.
- Performs other related duties as assigned in a compliant and motivated manner.

**Other Important Functions:**

- Primary Contacts: Airport Authority, Airport Director, department heads, staff employees, economic development agencies, aviation representatives, and the public.
- Physical Demands: Normal routine walking, sitting, standing, some bending, and lifting of objects related to job. No routine exposure to hazardous material, working conditions or elements in the job that might cause significant injury. Some exposure to equipment, noise, and inclement weather conditions.
- Working Conditions: Normal office environment and working conditions. Working hours M-F 8:00 AM to 5:00 PM. Due to nature of responsibilities, may often require long and irregular hours for meetings and completing assignments.

**Qualifications:**

- Education/Knowledge: Bachelor’s degree required. Good working knowledge and practice in media relations, real estate, and economic development.
- Experience: Minimum of five - (5) years experience in public relations, economic development or related field with at least three (3) years experience in airport or government environment preferred.
- Skills/Aptitudes: Knowledge of FAA regulations and public procurement processes. High quality oral presentation skills required. Good organizational and computer skills. Excellent leadership skills with special emphasis on corporate mission, values and vision, empowerment, continuous quality improvement, effective and efficient communications, flexibility, and building and maintaining trust.

I have read, understand, and agree to comply with all the requirements of this position. I also acknowledge receiving a copy of this job description.

\_\_\_\_\_ Date

\_\_\_\_\_ Applicant/Employee Signature