



**The Raleigh-Durham Airport Authority Invites Applications for
Vice President of Communications & Community Affairs
Raleigh-Durham International Airport (RDU)**

Raleigh-Durham, North Carolina

Executive Search Services Provided by ADK Consulting & Executive Search



THE AIRPORT

The Raleigh-Durham International Airport (RDU) is governed by the Raleigh Durham Airport Authority (Airport Authority), a governmental body responsible for the development, operation and maintenance of the airport. The General Assembly of North Carolina chartered the Raleigh-Durham Aeronautical Authority in 1939, which would be changed in 1945 to the Raleigh-Durham Airport Authority. The cities of Durham and Raleigh and the counties of Durham and Wake appoint two members each to the Airport Authority creating the eight-member Board of Directors.

RDU is a very busy commercial service airport served by nine airlines and their regional partners offering service from RDU to more than 40 destinations.

The airlines include Air Canada, Alaska Airlines, Allegiant, American, Delta, Frontier, JetBlue, Southwest Airlines, and United. Major cargo carriers at RDU include Federal Express, UPS, and DHL.

The airport processed nearly 10 million passengers and over 98,000 tons of air cargo in 2011. It is the second largest airport in the State of North Carolina and recognized by the FAA as a medium hub airport.

In January of 2011, the Airport Authority completed Terminal 2, a 900,000 square foot, state of the art, common use passenger terminal occupied by six airlines. In recent years, the Airport Authority has constructed a parking garage that offers travelers more than 11,000 parking spaces within walking distance of Terminals 1 and 2.

General Aviation facilities at RDU include the 22,000-square foot General Aviation (GA) Terminal owned by the Airport Authority supporting two Fixed-Base Operators: Landmark Aviation and TAC Air. The complex offers 30 acres of aircraft parking space for a variety of aircraft sizes and much more. The contemporary styling of the GA Terminal reflects the Triangle region's corporate travelers, pilots and crew members.

The airport serves a large economic area and is estimated to have over a \$12.6 billion economic impact on the 12-county Research Triangle Region. The data documented that the airport's total impact on regional employment involves an estimated 47,760 jobs with payrolls of \$2.5 billion.



THE COMMUNITY

If you like variety and choices, you'll love the eclectic feel of the Raleigh-Durham area. It is no wonder that this area appears on so many "best places" lists...from best places to live to best places to work or play.

Raleigh, Durham, and Chapel Hill make up the three primary cities of the Research Triangle metropolitan region. The regional nickname of "The Triangle" originated after the 1959 creation of the Research Triangle Park, primarily located in Durham County, four miles from Downtown Durham. It is encompassed on three sides by the city of Durham and roughly midway between the cities of Raleigh and Chapel Hill and the three major research universities of NC State University, Duke University, and UNC-Chapel Hill.

The Research Triangle region encompasses the U.S. Census Bureau's Combined Statistical Area (CSA) of Raleigh-Durham-Cary. As of July 1, 2009 the estimated population of the Raleigh-Durham-Cary CSA was 1,742,816, while the Raleigh-Cary Metropolitan Statistical Area (MSA) was estimated at 1,125,827, making it the nation's fastest growing metropolitan area in the United States.

Anchored by leading technology firms, government, and world-class universities and medical centers, the area's economy has performed exceptionally well. Significant increases in employment, earnings, personal income and retail sales are projected over the next 15 years.

There is an abundance of places to go and things to see in these cities and their surrounding communities...from their many museums and galleries to their "high-octane" sports events. There are countless restaurants and late-night clubs, gardens, historic sites, beautiful neighborhoods and rolling farms.

RALEIGH

2010 Census figures show that Raleigh, the second largest city in North Carolina, leads the state in population growth. The data shows Raleigh with over 403,000 and a growth rate of 46.3% over the 2000 Census.

www.visitraleigh.com says: "When you're looking for the excitement and attractions of a great city, combined with the affordability, approachability and appeal of a classic Southern town, look no further than Greater Raleigh.

Raleigh is home to several professional arts organizations, including the North Carolina Symphony, the Opera Company of North Carolina, Burning Coal Theatre Company, the North Carolina Theatre, Broadway Series South and the Carolina Ballet. The numerous local colleges and universities significantly add to the options available for viewing live performances.

Best known for its world-class museums, best of Broadway shows and live concerts, Capital area historic sites, professional or amateur sporting events and shopping mecca status with nine major retail areas, Greater Raleigh truly offers a variety of entertainment all in one park-like, scenic setting."

Raleigh is home to the NHL team Carolina Hurricanes, winners of the Stanley Cup in 2006. Their venue is the PNC Arena which is also NC State's basketball arena. The Center attracts big name concerts and events.



DURHAM

2010 Census figures show Durham with a population of over 228,000 with a growth of 22.1% over the 2000 Census. Durham, an entrepreneurial community, is the fifth largest city in North Carolina with millions of visitors each year. Durham is the proud home of the Research Triangle Park, Duke and North Carolina Central universities. It is consistently ranked among the best places in the nation to live and work. It boasts highly rated museums, restaurants, ballparks, historic sites, healthcare facilities, sports events, and universities.

Events include jazz festivals, blues festivals, symphony concerts, art exhibitions, and a multitude of cultural expositions, including the American Dance Festival and the Full Frame Documentary Film Festival. A center of Durham's culture is the Durham Performing Arts Center, which shows live performances and is ranked in the top 12 in the world by PollStar.com.

RALEIGH-DURHAM AREA COLLEGE SPORTS

The University of North Carolina at Chapel Hill Tar Heels, North Carolina State University Wolfpack in Raleigh, and the Duke University Blue Devils in Durham are all members of the ACC. Rivalries among these schools are very strong, fueled by proximity to each other, with annual competitions in every sport. Adding to the rivalries is the large number of graduates that high schools in the region send to each of the local universities. It is very common for students at one university to know many students attending the other local universities. All three teams consistently produce high-caliber teams. Each of the Triangle-based universities listed have won at least two NCAA Basketball National Championships.



AWARDS & RECOGNITION

- One of Best 10 Restaurants at U.S. Airports (42nd Street Oyster Bar, RDU) - USA Today/Frommer's, March 2011
- #2 Brain Magnet in the Nation (Raleigh-Durham-Cary) - Forbes, February 2011
- Highest Paying in the South (Durham, NC MS) - Triangle Business Journal, May 2011
- Six Best New Museums in North America (N.C. Museum of Art, Raleigh) - AirTran GO Magazine, May 2011
- One of "41 Places to Go in 2011." (Durham) - New York Times, January 2011
- #14 Among 2011 Best Cities for Job Growth (Raleigh-Cary) - Forbes, June 2011
- Duke University tied for 9th in the 2011 edition of America's Best Colleges-U.S. News & World Report, Aug 2010
- #3 America's Cleanest Cities (Raleigh-Cary) - Forbes, March 2011
- Duke University Hospital was ranked #10 on the U.S. News & World Report's 2010-2011 America's Best Hospitals listing and was among 14 hospitals nationally to make the magazine's Best Hospitals National Honor Roll - U.S. News & World Report, July 2010
- Bronze Level Bicycle Friendly Community (Raleigh) - League of American Bicyclists, April 2011
- #7 Top Metro for Small Business (Raleigh-Cary) Portfolio.com/bizjournals, April 2011
- 23rd Best Place for Business and Careers (Durham NC MSA) - Forbes, April 2010
- #1 Among 10 Great Cities for Raising Families (Raleigh) - Kiplinger's, August 2010
- #7 on the 2010 Most Livable Bargain Markets (Durham) - MSN Real Estate, September 2010





THE POSITION

The Vice President of Communications and Community Affairs is responsible for crisis communication, strategic communication planning, executive, external and internal communications, media, public and governmental relations. This position serves as a strategic advisor to the President and CEO regarding public relation issues. It is also responsible for overseeing the air service development efforts for the Authority.

The Vice President of Communications and Community Affairs Essential Duties:

- Responsible for managing crisis communications during major accidents or incidents at the airport.
- Anticipate and identify public relation challenges and emerging issues that may affect the Authority's reputation. Proactively lead the development of a strategic and organized approach to address such challenges and issues. Develop annual communication plan to support the goals and objectives outlined in the strategic business plan.
- Provide critical communication counsel on emerging issues to the President and CEO. Develop key messaging that will be incorporated into comments and presentations by the CEO.
- Lead all aspects of the company's external and internal communications programs and tools, including content on the company website, video, social media strategy, annual report, and relationships with print and electronic media. Responsible for special event management as well.
- Create and execute strategies to enhance the Authority's public perception with all relevant stakeholders, including media, state, federal, and local political and regulatory officials. Responds to difficult media and citizen inquiries and complaints.
- Track and analyze legislation information that may impact the Authority. Provide recommendations to the President & CEO on how to address those impacts.
- Oversee the recruitment of commercial air service into the airport. Research, analyzes and prepare reports on airline service schedules. Identify commercial air service opportunities

For a complete job description, [click here](#).



POSITION REQUIREMENTS

The ideal candidate will have:

- Senior level management experience working directly with a President and CEO of an organization.
- The ability to think strategically and develop short, medium and long term plans.
- Strong project management skills with the capability to complete projects on-time.
- The ability to transition quickly between projects as needed while still completing key projects on-time.

Candidates must have a bachelor's degree in communications, public policy, business administration or a related field. Master's degree is preferred. Candidates must have 5 years of managerial experience with a minimum of 10 years of similar job related experience.

SALARY & COMPENSATION

The starting salary range for this position is \$110,219.35 - \$146,255 with an excellent range of benefits.

HOW TO APPLY

A. Please submit, **in PDF format**, both a cover letter and résumé. One file is appreciated. Please do not send your cover letter in the body of an email. Send your PDF files to ADK Executive Search at: RDU@adkexecutivesearch.com

B. Please complete the ADK employment application form at: [ADK Application Form](#) (this is a secure link)



Filing Deadline: Thursday, April 14, 2016

Only complete electronic submissions will be considered.

Email questions to RDU@adkexecutivesearch.com

