



Vice President of Communications & Community Affairs

Division:	Communications and Community Affairs
Department:	Communications and Community Affairs
Reports to:	President and Chief Executive Officer
Supervises Others:	Yes
FLSA Status:	Exempt
Employment Type:	Full Time
Grade Level:	20
Salary Range:	\$110,219.35 - \$177,488.90

PURPOSE OF THIS ROLE

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.

QUALIFICATIONS

To qualify for this position, an applicant should 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.

Education

- Bachelor’s degree in Communications, Public Policy, Business Administration or a related field.
- Master’s degree preferred

KNOWLEDGE, SKILLS, AND ABILITIES

The knowledge, skills, and abilities described represent those employees must meet to successfully perform the essential duties of this job. Additional knowledge, skills, and abilities may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties.

Communication and Collaboration Skills



RDU Airport Authority Job Description

- Ability to read, write, understand, and speak English fluently
- Strong written and verbal communication skills
- Ability to work effectively in a teamwork environment

Analytical Skills and Reasoning Abilities

- Analytical and logical problem-solving skills
- Exercises sound judgment and initiative in planning, analyzing, coordinating, and supervising
- Handles difficult situations with tact and diplomacy
- Strong organizational skills and strategic development skills

Physical Demands

The physical demands described represent those an employee must meet to successfully perform the essential duties of this job. Additional physical demands may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties.

The physical demands of this job typically include:

- Talking, hearing; using hands to grasp and type; enduring repetitive motion of the wrists, hands, and fingers
- Ability to perform sedentary work exerting up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to lift, carry, push, pull, or move objects
- Visual acuity to prepare and analyze data and statistics, operate a computer terminal, operate a vehicle, read extensively, and observe the condition and operation of facilities

RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The responsibilities described represent the knowledge, skills, and abilities required for this job. Additional responsibilities may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties.

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.



RDU Airport Authority Job Description

- Oversee the recruitment of commercial air service into the airport. Research, analyzes and prepare reports on airline service schedules. Identify commercial air service opportunities.

ADDITIONAL INFORMATION

Work Environment

The work environment characteristics described represent those an employee will encounter while performing the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties.

Work is evaluated on the success of air service recruitment, airport services marketing and communications, customer relations, employee development, and visitor services.

Pre-Employment Requirements

- Valid North Carolina Driver's License
- Satisfy security background investigation prerequisites as required by the Transportation Security Administration (TSA)
- Pass a drug screening