

DIRECTOR, AIRLINE ROUTE DEVELOPMENT

Title: Director, Airline Route Development

Date: February 2018

Department: Aviation

Unit: 2010

Level: 9 - Exempt position

Supervisor's Title: Director Aviation Business & Finance

Supervises: No staff

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Purpose: Responsible for attracting new and expanded international and domestic passenger and cargo flights to Logan International Airport and other Massport owned or operated airports, while maintaining existing services.
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I. ESSENTIAL TASKS OF THE JOB:

- A.** Plans and conducts activities designed to maintain and increase the level of international and domestic passenger and cargo flights to Logan International Airport and other Massport owned or operated airports.
1. Develops and oversees Route Development business plan outlining international and domestic route priorities.
 2. Develops strategies to attract new and expanded international and domestic services to Logan by new airlines and by airlines already servicing Logan.
 3. Develops strategies to attract new and expanded services to other Massport owned or operated airports.
 4. Directs and coordinates programs and projects to achieve route development goals and objectives.
 5. Develops and coordinates the implementation of Massport's Airline Route Development efforts.
 6. Develops and implements strategies to replace lost or reduced service.
- B.** Meets with Airline Planning executives and other senior airline executives worldwide to present route development opportunity proposals in accordance with business plan.
1. Prepares route feasibility studies for markets identified in business plan.
 2. Develops passenger forecasts and route profitability forecasts in support of international and domestic route destinations, and other analyses in support of Massport Aviation Department.
 3. Researches business, cultural and other economic links between Boston and New England and route destinations.
- C.** Tracks status of international bilateral agreements and implements tactics to exert influence on negotiations between the U.S. and foreign governments to position Logan International Airport for increased service.
1. Initiates strategies with U.S. and foreign government officials to preserve Boston route authority and obtains additional authorizations.
 2. Supervises Massport's participation, or participates as appropriate, in bilateral aviation negotiations.
 3. Responsible for maintaining high visibility for Logan International Airport and

Massport in international aviation negotiations.

- D.** Maintains and develops relationships to foster route development efforts.
 - 1. Meets with Airline Planning executives, other senior airline executives, and government officials locally and overseas to promote Airline Route Development initiatives.
 - 2. Works closely with Regional/State/Local tourism, business and economic development agencies to jointly create cooperative programs to support route development efforts.
 - 3. Develops relationships with businesses, consultants and travel and tourism organizations to support business plan goals.
 - 4. Travels internationally and domestically to meet with airline executives, and attend industry conferences.

- E.** Recommends, develops and implements effective strategies for communicating Airline Route Development initiatives.
 - 1. Directs Massport's responses to requests for information regarding international and domestic airline route development efforts.
 - 2. Researches and drafts responses to inquiries regarding Massport airline route development endeavors.
 - 3. Coordinates with other Massport departments to develop effective and efficient communications strategies.
 - 4. Coordinates with Massport departments and government agencies to accommodate new and expanded domestic and international flights.

- F.** Represents Massport to a variety of public and private sector airline marketing organizations.
 - 1. Maintains relationships with local airline managers and airline route development representatives.
 - 2. Makes presentations to organizations on Massport programs and policies.
 - 3. Assists in planning and developing promotional activities and materials.
 - 4. Attends meetings, participates in developing new initiatives, and officiates at special events.

- G.** Directs Consultant services and prepares RFPs and contracts for specialized route development services.
 - 1. Prepares proposals, bid specifications and contracts in coordination with other Massport departments and policies and procedures.
 - 2. Oversees consultant selection, conducts contract negotiations with service vendors, and administers consultant contracts.
 - 3. Directs work plan, schedule and budget.
 - 4. Approves invoices.

II. SECONDARY JOB TASKS:

- A.** Completes selected projects as assigned by Director Aviation Business & Finance.

III. JOB REQUIREMENTS AND QUALIFICATIONS:

- A. EDUCATION LEVEL:** Bachelor's degree in marketing, business administration, finance, economics or related field or equivalent professional experience required. Master's degree preferred.

- B. EXPERIENCE IN RELATED FIELD:** 5-7 years' experience in airline planning, revenue management, or marketing required or 5 – 7 years' experience in airport route development or aviation business consulting.

C. UNIQUE EXPERTISE/CERTIFICATION/REGISTRATIONS:

1. Thorough knowledge of international airline planning, marketing, finance and economics development.
2. Thorough knowledge of international sales and marketing and cultural protocols.
3. Experience in business analysis including financial analysis and market segmentation.
4. Familiarity with a wide range of data collection techniques and use of US DOT databases and aviation databases including IATA/ARC, ORG Schedules, and PAXIS.
5. Ability to pass a Massport controlled substance test and security background checks.

D. WORKING CONDITIONS:

1. **Environmental Parameters:** Ability to work in an office environment, ability to travel by aircraft to identify potential marketing initiatives. Ability to work in an environment with conditions that may include: fumes, odors, gases, chemicals, and dust as well as decibels in the range of 65 - 100, and in all weather conditions (hot, cold, humid, dry, and wet).
2. **Physical Demands:**
 - a. Strength:** Ability to exert up to 10 pounds of force to lift, carry, push, pull, or otherwise move objects.
 - b. Type:** Ability to perform administrative duties, ability to withstand long periods of motion such as encountered on trans-Atlantic air flight.

- E. WORK SCHEDULE:** Ability to work a 37.5-hour workweek. Ability to work additional hours as necessary as work load demands. Willingness to travel extensively including international destinations and including travel on weekend days.

- F. EQUIPMENT USED:** Computer, Telephone, Legal and Legislative Documents, Contracts, Documents, Forms, Publications, Reference Books and Web Sites. Software programs including Microsoft Office Products, airline and air traffic statistics, U.S. Department of Transportation databases, and other aviation databases including IATA/ARC, OAG Schedules and PAXIS.