

Director of Air Service Development

Classification Title	Director of Air Service Development
FLSA Status	Exempt

PURPOSE OF THIS ROLE

The Director of Air Service Development functions as a key member of the Communications, Government and Community Affairs Division and will be charged with developing and executing strategic objectives, key initiatives, and tactical plans to retain, improve, and expand air service and increase airport use.

QUALIFICATIONS

To qualify for this position, an applicant should have:

- Seven years of work experience in aviation (preferred)
- At least three years of experience directly related to aviation industry planning, market research and analysis, airline sales, marketing and network planning/scheduling, or a combination of the above
- Five years of air service experience managing multiple projects
- Knowledge of the principles and practices of market research and trade analysis
- Ability to use US DOT and Bureau of Information Statistics databases
- Knowledge of quantitative modeling and evaluation methodologies
- Ability to prepare clear, concise correspondence and written reports from market research
- Ability to develop, manage, organize, and update computer databases
- Ability to plan and schedule work activities, ensuring that priorities are maintained and projects are completed accurately and on time
- Ability to travel domestically and internationally as needed

Education

- Bachelor's degree (master's preferred) in marketing, business administration, international commerce, aviation management or related

KNOWLEDGE, SKILLS, AND ABILITIES

The knowledge, skills, and abilities described represent those an employee 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

- Ability to read, write, understand, and speak English fluently
- Strong written and verbal communication skills
- Ability to establish and maintain effective working relationships inside and outside RDU
- Ability to work effectively in a team environment

Analytical Skills and Reasoning Abilities

- Analytical and logical problem-solving skills
- Formulate sound conclusions
- Handle 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

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

- Works with network planning, scheduling and marketing representatives of domestic and international airlines, corporate customers, research agencies, peer airports, professional airport trade associations, government representatives and business leaders
- Maintains awareness of airport capacities and plans
- Conducts research and identifies passenger, cargo, general aviation, and regional needs
- Monitors schedules, fares, and frequencies; identifies air service target markets for service improvements and participates in air service forecasting
- Works with the air carrier community and corporate travel managers within the RDU catchment area throughout the Triangle, central, and eastern NC
- Works collaboratively with economic development and inbound tourism developers
- Monitors state, federal and international aviation issues, global air carrier alliances, and regulations impacting air carrier services
- Performs fundamental statistical analysis of USDOT and other air service data sources
- Develops and implements strategies to support retention and acquisition of air services
Conducts research on and identifies target markets for service increases
- Engages consultants to assist with analytical business cases
- Recommends and implements air service development policy and marketing programs
- Assesses and promotes regional NC market assets
- Advocates for RDU and represents interests in bilateral agreement proceedings
- Conceives, gains approval, and supervises execution of air service development plans
- Projects RDU traffic, issues, and trends
- Gathers data from RDU passengers on potential local air service needs
- Develops and implements marketing plans to target potential business for the airport
- Works on presentations for domestic and international passenger service
- Serve as member of the Crisis Communications Management Team, which manages airport communications to internal and external audiences during irregular and emergency operations
- Completes related work as assigned

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 through observation, conferences, and the quality and effectiveness of work completed.

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