



# **Roanoke-Blacksburg Regional Airport (ROA) Roanoke, Virginia**

**The Roanoke Regional Airport Commission  
Invites Applications for  
Director of Marketing  
& Air Service Development**



*Executive Search Services Provided by ADK Consulting & Executive Search*



## THE AIRPORT

The Roanoke-Blacksburg Regional Airport is owned and operated by the Roanoke Regional Airport Commission, a fully independent governmental body created in 1987 pursuant to Chapter 140 of the Virginia Acts of Assembly. Prior to that time, the Airport was owned by the City of Roanoke. The Commission is governed by five Commissioners, three of whom are appointed by the City of Roanoke and two by the County of Roanoke. The Commission employs approximately 60 employees and contracts for ARFF services.

The Roanoke-Blacksburg Regional Airport is the primary commercial service airport serving all of western Virginia. The Airport's service area encompasses a 19-county area (including portions of eastern West Virginia) with a total population of nearly 800,000. The airport is classified by the FAA as non-hub.

Several airlines serve the Airport in a 95,000 square foot terminal constructed in 1989 and updated in 2013. The regional affiliates of Delta, United, and US Airways (American), as well as Allegiant, serve ROA. Together, these airlines offer a total of approximately 20 daily departures to six major hubs, and two Florida destinations. Service is provided in the form of a mix of turboprop and jet aircraft.

Over the last decade, passenger enplanements have fluctuated moderately due to local economic and industry conditions as well as the recession. Enplanements for 2014 were 302,484. In addition to passenger service, Roanoke-Blacksburg Regional Airport is served regularly by overnight freight carriers, including FedEx and UPS. Total air freight handled in 2014 was 12,550 tons.

The airfield consists of approximately 900 acres with two runways. The primary runway is 6,802 feet long and the intersecting crosswind runway is 5,800 feet long. The airport is served by an FAA air traffic control tower with local and TRACON services 24 hours per day. Approximately 115 general aviation aircraft are based at the Airport. There are three FBOs located on the field, one full-service FBO and two specialty FBOs. General Aviation operations in 2014 totaled 18,150.

Future capital projects in the next two years include the completion of new concession spaces, third and fourth phases of terminal improvement projects, EMAS projects for two runway ends, a pavement maintenance study, a parking lot master plan, a Master Plan Update and multiple smaller projects. The Airport has a FY14/15 total operating budget of slightly more than \$8 million.

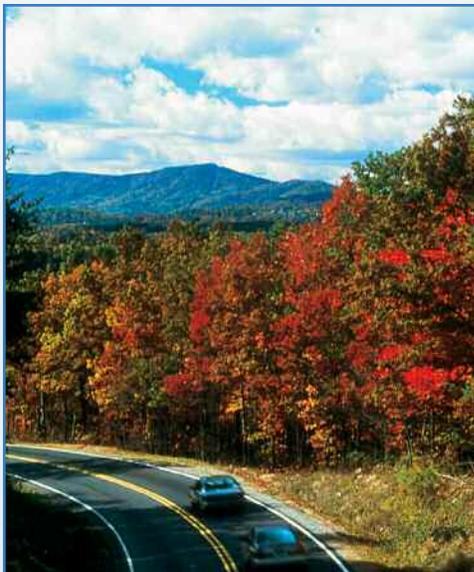


## THE COMMUNITY

From cities to suburbs to lakefront living to rural farmland, the Roanoke Region offers it all for a variety of lifestyles. Wherever you land, you're surrounded by the natural beauty of the Blue Ridge and Allegheny Mountains. You're close to the tranquil waters of Smith Mountain Lake and the James River. And you're never far from the entertainment, culture, retail, and commerce of the largest metro area in southwestern Virginia.

The Roanoke Valley enjoys all four seasons, however, the summers and winters are never too extreme (average temperatures of 75 degrees in the heat of summer and 34 degrees in the middle of winter).

The outdoors combine breathtaking venues for water sports, cycling, climbing, hiking, and fishing. Opportunities for spectator sports include Virginia Tech football, Boston Red Sox Single A Baseball, and ESPN Bassmasters tournaments. Roanoke is minutes from the Blue Ridge Parkway and the Appalachian Trail. The region is home to the second largest municipal park in the United States, Carvin's Cove Nature Reserve, a 12,700 acre park with an 800-acre lake and over 40 miles of trails.



## ACADEMICALLY MINDED

The Roanoke Region is the center of a larger area encompassing 21 institutions of higher education. From liberal arts colleges to a prestigious research institution, the Roanoke Region has nearly 125,000 undergraduate and graduate students being educated for the future. That's a higher concentration of undergraduates than in the Boston-Cambridge, San Francisco-Oakland, Raleigh-Durham-Chapel Hill and Austin areas.

The largest university in the area served by the Roanoke-Blacksburg Regional Airport is Virginia Tech, a prestigious and internationally renowned research institution. As a leader in scientific and technological development, Virginia Tech has educated hundreds of scientists and engineers as well as leading business professionals and academic leaders.





## ARTS & CULTURE

From ancient artifacts to the latest scientific developments, the Roanoke Region is an exhibition of human and natural wonders. With many museums throughout the Roanoke Region, there is plenty to be explored. Take a trip back in time at the Botetourt County Historical Museum. Learn about the influence of the railroads at the C&O Heritage Center. From regional to internationally renowned works, classical and modern, the region's museums feature diverse collections exhibiting works from multiple genres and historical periods. The Taubman Museum of Art maintains a collection of contemporary 19th and 20th Century American Art.

The Roanoke Region hosts everything from Broadway shows to local originals. Get your fix of standup comedy, music, and community theater. Music is as much a part of the Roanoke Region as the mountains that frame the surroundings. From nationally renowned Roanoke Symphony Orchestra to talented a cappella, there is always music in the air. The Southwest Virginia Ballet Company consists of talented young performers who tour during the year and the company provides training for pre-professional dancers of all ages.

## OUTDOORS

In addition to friendly competition with friends and family over 18-holes on a scenic mountain golf course, residents and visitors enjoy Salem Red Sox baseball at one of the most impressive ballparks in minor league sports. College sports are on the agenda, too, including Virginia Tech football in nearby Blacksburg.

The Roanoke Region is committed to making outdoor recreation and environmental stewardship a core component of life. Biking, birding, boating, camping, caving, hiking, sailing, canoeing, climbing and more...whatever your outdoor pleasures, they are nearby and accessible.



## FESTIVALS & EVENTS

From annual celebrations to monthly events, there is always something happening in the Roanoke Region. The strong presence of an artistic community lends itself to the many festivals and events held throughout the region: Art by Night, Big Lick Blues Festival, Blues Ridge Folk Life Festival, Dickens of a Christmas, Festival in the Park, Local Colors (including the Parade of Nations with citizens representing 70 countries), FiddleFest, Pumpkin Fest and many, many more. And just in case you are guided by your stomach, stop by for the Virginia State Chili Cook Off, Strawberry Festival, Virginia Mountain Peach Festival or Microfestivus.

## ROANOKE & THE REGION

Combining the four counties of Alleghany, Botetourt, Franklin and Roanoke, as well as the two cities of Roanoke and Salem, and the town of Vinton, the Roanoke Region encompasses over 1,700 square miles at an average elevation of 1,149 feet. There are more than 300,000 people who call the Roanoke Region their home, and over a half million more who use it as their regional center for health care, transportation, employment, shopping and entertainment.

In late 2013, the Airport Commission added Blacksburg to the Airport's name in recognition of Blacksburg being the largest metropolitan area in

the nearby New River Valley area, an area with close and growing economic ties to the Roanoke Region and the source of nearly one-third of the Airport's passengers.

## COST OF LIVING

Roanoke enjoys a low cost of living, and ranks consistently lower than the national average according to the American Chamber of Commerce.

### IMPORTANT LINKS

- [Roanoke-Blacksburg Regional Airport](#)
- [Roanoke Valley CVB](#)
- [Roanoke Region](#)
- [Roanoke Outside](#)
- [Virginia is for Lovers](#)
- [Appalachian Trail](#)
- [Trip Advisor Roanoke](#)
- [Cost of Living Calculator](#)





## THE POSITION

This position is responsible for the strategic development and planning, coordination, implementation, management and maintenance of broad-based, multi-faceted marketing and communications strategies and development programs for the Airport. Through strategic development and use of market research, social media, communications and other innovative tools, the Director's goals are to expand passenger airline service, improve air service reliability and customer service, increase usage of the Airport, increase/sustain community awareness of the services offered by/at the Airport, as well as the value of the airport to the local economy, and to manage the public and governmental affairs of the Airport.

## AIR SERVICE DEVELOPMENT:

1. Collects and analyzes, or arranges for analysis of, airline routes, fares, yields, volumes, schedules, leakage, performance reliability, and community demographics, forecasts, business growth, historical data, analysis of competing cities using a variety of sources such as: DOT, ARC, OAG, and others to formulate strategies and identify opportunities for new service, weaknesses which need to be targeted for improvement or information which may encourage airline expansion.
2. Regularly provides data to and meets with current and potential airlines for the preservation, improvement and/or expansion of scheduled air service.
3. Gathers and analyzes airline related data for trends and evaluates for comparison with other similar sized, or geographically nearby, airports.
4. Solicits, or assists in soliciting, corporate and community support for recruiting new or retaining current routes or air carriers.
5. Develops and implements annual and multi-year strategic plan for air service preservation and development; identifies weaknesses, opportunities, etc.
6. Oversees and makes recommendations regarding changes to the airline air service incentive program; coordinates credits and documentation with the Finance Department.
7. May serve as staff to community based air service action team or task force.
8. Identifies and develops opportunities to expand air cargo services and passenger charters.
9. Prepares and conducts accurate, effective, and professional air service presentations to domestic and regional airlines using PowerPoint and other tools.
10. Establish and develops relationships with airline executives at headquarters including route planners, operations, sales and marketing.



## MARKETING

1. Develops and implements comprehensive marketing plans and advertising programs and materials to:
  - a. Promote use of airport by community;
  - b. Increase community's awareness of the importance of airport to local economic development, thereby increasing brand loyalty;
  - c. Develop and/or strengthen the airport's brand;
  - d. Inform the community of the available airline and airport services and facilities; and
  - e. Enhance Airport's stature/image within its air service catchment area.
2. Develops and manages collaborative marketing strategies in concert with airlines to support the success of new routes or preservation of current service.
3. Develops relationships and provides frequent on-going communications with area businesses, travel agencies, travel planners, economic development agencies and chamber of commerce organizations.
4. Oversees development, implementation and analysis of passenger and other market surveys.
5. Identify and develop customer service opportunities, improvements, programs and initiatives to increase customer satisfaction;
6. Supervise the preparation and creation of various media including: print, TV, web, etc.

This position is also responsible for public, community and governmental relations.

The successful candidate will have a thorough knowledge of:

- Market research and analysis
- Principles, practices and techniques of effective marketing
- Brand development and management

Additionally, candidates should have a working knowledge of the principles and practices of public relations, developing advertising strategies/programs, ad development and placement, air carrier operations, route development and aviation marketing, including air service development.

**REQUIREMENTS** — To be considered, a candidate must have a minimum of five years of experience in air service development or in a marketing position(s) which specifically included market research, market analysis and market plan development. A Bachelor's degree in Marketing, Business Administration, Aviation Management or a related field is required. Preference will be given to candidates with relevant airport or airline experience.



## SPECIAL REQUIREMENTS

The successful candidate must meet and maintain Transportation Security Administration and Commission security requirements for unescorted access to the Airport's Secured Area, SIDA and other Air Operations Areas; must possess or promptly obtain a valid Virginia driver's license; must have and maintain an insurable driving record acceptable to the Commission's insurance carrier(s).

## COMPENSATION & BENEFITS:

Starting salary range is \$72,900 - \$83,834 with an excellent benefit package including relocation assistance.

## HOW TO APPLY

A. Please submit, in PDF format, a cover letter, resume, and a reference list including a minimum of five professional references. Your reference list should be diversified and include at least one individual for whom you have worked directly, and one individual who has reported directly to you. Include their contact information (email and telephone number) and specify your working relationship with each of your references. Send to ADK Executive Search at: [ROA2@adkexecutivesearch.com](mailto:ROA2@adkexecutivesearch.com)

B. Your submission should include a separate supplement, in PDF format, with responses to the following:

1. Describe your experience in work directly associated with airline route economics, including route planning experience at an airline, as an airline or airport consultant, or similar experience in the Aviation industry.
2. In your airline/airport air service development or marketing experience, what has been your greatest success?
3. Why do you feel that this position with the Roanoke-Blacksburg Regional Airport is right for you at this time in your career?

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



**Filing Deadline: Sunday, March 8, 2015**

Only complete electronic submissions will be considered.

Email questions to [ROA2@adkexecutivesearch.com](mailto:ROA2@adkexecutivesearch.com)

The Roanoke Regional Airport Commission is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment and will not be discriminated against on the basis of disability or protected veteran status.  
EEO/AA/VETS/Disabled

*Photos & Information Courtesy of:*  
Roanoke Regional Airport  
Roanoke Valley CVB  
City of Roanoke  
Roanoke County  
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