AIRPORT BUSINESS DEVELOPMENT MANAGER
(Job Class 0203)

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION
Manages all commercial and aviation real property agreements; airport finances, marketing and public relations, air service development, capital programs, internal accounting and administrative services. This position assists the Airport Director with departmental budgeting, community relations and administrative assignments.

DISTINGUISHING CHARACTERISTICS
The Airport Business Development Manager reports to the Airport Director, which has responsibility for all airport functions and services. The Airport Business Development Manager is distinguished from the Airport Operations Manager, supervisory classifications in the department, and subordinate classifications by its specialized knowledge of business development, budgeting, marketing, property management, and parking operations, and responsibility for accounting and administrative staff within the department.

SUPERVISION RECEIVED AND EXERCISED
Receives general supervision from the Airport Director.

ESSENTIAL FUNCTION STATEMENTS
Essential duties may include, but are not limited to, the following:

Essential Functions:

1. Provide exemplary customer service to all individuals by demonstrating a willingness to be attentive, understanding, responsive, fair, courteous and respectful, and to actively participate in maintaining a positive customer service environment.

2. Assists the Director in day-to-day Airport operations; develops and administers FAA and City Capital Improvement Programs

3. Manages business development strategy, including land development and air service operations, as well as negotiating strategies for new and critical revenue generating areas.

4. Development and oversight of applicable capital improvement plans (City and FAA/State)

5. Develops and implements short and long-term strategies to maximize non-aviation revenues and increase customer satisfaction in accordance with the Airport’s strategic business plan.

6. Supports air service development efforts, in conjunction with the Airport Director, which includes initiatives to align the Airport with community stakeholders, while building solid business case(s) to maintain and grow passenger service.
7. Leads strategic planning and implementation of business initiatives for commercial land development, concessions and rental car activities, parking operations and redevelopment of existing facilities.

8. Leads and directs marketing plans and strategies for promoting air service, industrial development, which includes compiling promotional materials, airline statistical information and public presentations.

9. Develops strategic partnerships with key tourism partners.

10. Develops airline incentive programs to stimulate passenger growth.

11. Prepares the annual budget which is aligned to fiscal performance objectives and present suggestions for maximizing revenues.

12. Negotiates Airport leases, licenses and agreements; evaluates suitability of businesses for location on Airport property; prepares recommendations for Director's review; develops and processes contracts and monitors compliance with airport lease terms.

13. Evaluates requests for property improvements, reviews possible restrictions on future use and integration with Airport Master Plan, and prepares recommendations for Director and City Council review.

14. Prepares and solicits prospectus and processes bid specifications on properties and concessionaires; evaluates proposals; and prepares recommendations for Director and City Council review.

15. Directs the negotiation of agreements with airline customers encompassing the terms and conditions of their activity at the Airport, including rates and charges.

16. Prepares and presents reports to Airport Commission and City Council.

17. Ensures Departmental compliance with City, State, Federal, procurement, Human Resources and Financial procedures and policy.

18. Manages the Airport's Federal AIP Grant Program; Including the DBE Program

**QUALIFICATIONS**

**Knowledge of:**

- Federal, State and local aviation rules, regulations and laws pertaining to airport operations, enforcement, and environmental compliance.
- Principles and practices of airport development, operations, maintenance, security, terminology and facilities.
- Commercial law and Negotiable Instrument law
- Property management techniques and tenant relationships, principles and practices of mediation, negotiation, and conflict resolution
- Principles of business enterprise to develop leases, customer fees and new resources of revenue to promote airports or facilities.
- Principles and practices of municipal budget development and compliance
• Administrative principles and practices including goal setting, program development, implementation, evaluation and the management of employees through multiple levels of supervision
• Professional staff development

Ability to:

• Plan, organize, direct, coordinate and supervise the overall operations, construction and long-term airport development programs or plans.
• Identify needs, recommend policy, and establish priorities and plans for airport programs.
• Analyze complex operational and administrative problems, evaluate alternatives and recommend or implement effective courses of action.
• Develop and implement goals, objectives, policies, procedures and management controls.
• Establish and maintain cooperative working relationships with the staff, management, vendors, contractors, consultants, government officials, and the general public encountered in the course of the work.
• Assist in the development of Master Plan and Land Use Plan.
• Research and recommend City contract terms by accurately selecting and analyzing comparables, applying components of Airport Master Plan, and projecting revenues and delineating lease conditions for Director's review.
• Serve as City representative in negotiating Airport leases, licenses and permits; monitor lease compliance, evaluate tenant requests and resolve problems.
• Prepare prospectus and solicit and process bid specifications on properties and concessionaires; evaluate proposals and prepare recommendations for review.
• Evaluate proposed remodeling and repairs on tenant property; inspect buildings; determine maintenance priorities; and project long-term capital needs.
• Read and interpret laws, regulations, manuals, and other materials.
• Plan, organize and manage projects and meet deadlines.
• Write and apply administrative guidelines.
• Exercise independent judgment within general policy guidelines.
• Prepare, monitor and administer a division budget.
• Prepare clear, concise and complete records and reports.
• Communicate effectively, orally and in writing.
• Work independently.

Experience and Training Guidelines

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Six or more years of progressively responsible experience involving general management, finance, marketing, business, and capital improvements related to airport or utility operations, including three or more years in a managerial or administrative capacity.

Training:

A Bachelor's degree in Business Administration, Public Administration, Aviation Management or related field.
AAE accreditation is highly desirable.

**License or Certificate:**
- A valid Class C California driver's license and the ability to maintain insurability under the City's Vehicle Insurance Policy.
- Must obtain Santa Barbara Airport AOA driving authorization allowing operation of vehicles and equipment on the active airfield within 6 months of appointment. Must qualify for and maintain personnel identification media authorizing access to all restricted areas of the Airport.

**WORKING CONDITIONS**

**Environmental Conditions:**
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee typically works in office conditions; the noise level is usually quiet. However, the employee is occasionally exposed to loud aircraft engine noise, and dust and fumes, while inspecting properties and accompanying parties on airport tours. Occasional driving is required to attend meetings at various City facilities, meeting sites, and public and private events.

**PHYSICAL AND MENTAL DEMANDS**
The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Demands:**
While performing the duties of this class, the employee is regularly required to sit, stand, walk, talk, and hear, both in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. The employee is occasionally required to walk and stand. The employee occasionally lifts and carries records and documents weighing less than 20 pounds.

Specific vision abilities required by this job include close vision and the ability to adjust focus

**Mental Demands:**
While performing the duties of this class, the employee is regularly required to use oral and written communication skills; read and interpret complex data; thoroughly analyze and solve problems; exercise sound judgment in the absence of specific guidelines; use math and mathematical reasoning; establish priorities and work on multiple assignments and projects concurrently; meet intense and changing deadlines given continual interruptions; and interact appropriately with staff, management, City officials, Airport Commission, regulatory officials, business and citizens groups, vendors, contractors, public, and others in the course of work.