

POSITION OVERVIEW

Under the general direction of the Executive Vice President of Marketing, directs the execution of strategic and tactical plans to support and increase flights to existing domestic and international markets and attract prospective new airlines and destinations. Provides key leadership for the Airport by developing and exploring real-time business analytics and consumer data to inform short and long-range strategies and strategic initiatives that support all areas of the Airport business.

POSITION ACCOUNTIBILITIES

Note: The following duties are illustrative and not exhaustive. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Depending on assigned area of responsibility, incumbents in the position may perform one or more of the activities described below.

- Directs the implementation and execution of the strategy to attract all airlines to this market and to increase flights in domestic and international markets. Reports on a regular basis on traffic trends globally and domestically. Develops and presents business case presentations to airline staff. Plans and tracks all Air Service Development sales calls
- Represents TPA at airline and industry meetings and trade shows related to Air Service.
- Leads the implementation of TPA's Air Service Incentive Program (ASIP).
- Develops market research to understand demographic and psychographic trends to inform business plans and initiatives.
- Mobilizes research to support Concessions, Parking, Planning & Development, Marketing and other departments to understand internal and external preferences and consumer sentiments by using qualitative and quantitative analysis tools.
- Develops periodic short and long term forecasts for the enterprise budget as well as planning support.
- Directs the preparation of budget requests and business plans and administers approved departmental budget. Directs and oversees contract consulting firms and authorizes expenditures.
- Interviews, selects, supervises, develops, and counsels subordinates in accordance with established policies.
- Develops and maintains survey databases on TPA airport customers, customer needs, and customer satisfaction.
- Coordinates Board approval process for Research and Air Service-related policy changes and contracts for services.
- Develops and manages Customer Relationship Management Systems.
- Performs related duties as assigned.

REQUIRED KNOWLEDGE AND ABILITY:**Knowledge of:**

- Domestic and international airline passenger and air cargo operations and network decision-making processes to effectively represent the airport with airlines.
- Research methods and practices and relevant sources to gather data for tracking and analysis.
- Principles of passenger and air cargo carrier route planning to prepare proposals and presentations for current and potential TPA carriers.
- Fundamentals of Airport business operations and related Federal regulations.
- General principles of effective graphic design.
- Aviation regulatory affairs and airport airline use agreements.
- Strong working knowledge of airline route analysis tools (e.g. Diio, Sabre ADI, ARC, OAG)
- International travel and protocol

- Multi-lingual preferred

Ability to:

- Effectively lead teams of direct reports, related departments, and external partners.
- Track and analyze data and prepare presentations using a personal computer, including word processing, spreadsheet, database, and presentation software.
- Analyze a variety of demographic, psychographic, and travel propensity data.
- Communicate effectively in oral and written format to prepare and present presentations to airlines.
- Develop sophisticated cost comparisons using spreadsheets with formulas and lookup tables.
- Prepare visually-pleasing world-class marketing materials that support the Airport's brand strategy.
- Exercise sound independent judgment within general policy guidelines.
- Establish and maintain effective working relationships with those contacted in the performance of duties and to work as a team.
- Work under tight deadlines and coordinate several concurrent assignments.
- Travel, sometimes extensively, to meet with airline executives to deliver presentations and develop long-term partnerships.

MINIMUM QUALIFICATIONS

Position requires a combination of education and experience reflecting possession of the required knowledge, skills and abilities, to include graduation from an accredited college or university with a Bachelor's Degree in business, marketing, market research, or other related field; plus eight years of demonstrated 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.

TPA MISSION STATEMENT

To be a major driver in the economic growth of the Tampa Bay Region. We will be leading edge innovators to create global access and extraordinary customer experiences through our people and facilities to build prosperity for our stakeholders and the region.

TPA VISION STATEMENT

To be a vibrant aviation gateway for Tampa Bay, providing access and economic opportunity for our stakeholders.

The Aviation Authority-Tampa International Airport provides equal employment opportunity to all persons, regardless of age, race, religion, color, national origin, sex, political affiliations, marital status, non-disqualifying physical or mental disability, age, sexual orientation, membership or non-membership in an employee organization, or on the basis of personal favoritism or other non-merit factors.

The Aviation Authority-Tampa International Airport welcomes and encourages applications from minorities, veterans, and persons with physical and mental disabilities, and will reasonably accommodate the needs of those persons in the application and testing process. The decision on granting reasonable accommodation requests will be on a case-by-case basis.