



**Gerald R. Ford International Airport Authority**  
**JOB DESCRIPTION**

<b>POSITION:</b> Director, Commercial Development	<b>DEPARTMENT:</b> Commercial Development
<b>CLASSIFICATION/Grade:</b>	<b>REPORTS to:</b> Chief Operating Officer
<b>FLSA STATUS:</b> Non-Exempt	<b>APPROVED:</b>

**JOB SUMMARY:**

Under the broad supervision of the Chief Operating Officer, provides leadership and strategic direction through the management of the Commercial Development Department; including business development, real estate development, aero and non-aeronautical revenue generation, contract and lease management, develops and implements campaigns and strategies to improve passenger, community, and tenant relations and other business-related matters for the Gerald R. Ford International Airport Authority (GFIA) and Gerald R. Ford International Airport (GRR) (collectively, the Authority).

The Commercial Development Director position is an opportunity to join one of the fastest growing and well-respected airports in the country. As a member of the team, this role will have a front-row seat to help propel the Airport forward.

**Essential Duties and Responsibilities:**

Listed examples are illustrative and representative of the tasks required of this classification but are not intended to be complete or exhaustive for this position.

- Provide effective leadership, support, and development of the department employees, including performance management, coaching, training, inspiration, and accountability.
- Establish short and long-range goals for commercial development projects by identifying and prioritizing development opportunities.
- Represent the organization as the Commercial Development leader by advocating, communicating, and supporting the strategic direction, priorities, goals, vision, mission, and values of the Authority.

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- Develop customer service and guest experience quality standards and apply those standards to ensure that tenants and business partners meet or exceed customer service and operational excellence objectives.
- Interact with developers, real estate professionals, business and property owners, lenders, community groups, legal counsel, elected officials, and citizen groups concerning development projects.
- Duties include creating business plans for increasing revenue, planning and developing, and overseeing business expansion and/or replacement.
- Acts as a strategic business partner to internal stakeholders to identify, plan, and assist quantitative analysis for strategic decision making on business initiatives; communicate results in written, visual, or verbal format throughout all organization levels.
- Plans, develops and implements marketing campaigns and strategies to promote GFIA to passengers, commercial air carriers, general aviation and the business community. Serves as primary interface with travel, tourism and regional businesses in defining and determining air service requirements.
- Under the leadership of the C-Suite, assist in managing new and existing air service relationships for retention and/or expansion while analyzing airport services, aviation issues, and trends to formulate activities related to airport passenger and cargo services development.
- Research, analyze, formulate business plans for air cargo service opportunities. Studies cargo routing plans and operations at other airports; gathers data concerning current and potential cargo routing needs; makes projections concerning operational trends; gathers data on cargo volume and cost; determines the impact of federal, state, and other agency regulations concerning cargo handling.

Develops and implements strategies and programs to improve communications and relations between GFIA and the proximate communities, tenants and employees.

- Manage the department budget and provide support and guidance related to airport expenditures and budgets.

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- Develops, designs and coordinates the production and distribution of print, electronic, broadcast and other marketing and promotional media. Actively manage the airport's advertising activities.
- Integrate and align commercial development goals with the Authority's strategic plan.
- Negotiate and manage all streams of revenue, including parking, concessions, leases, rental cars, cargo, real estate, and aeronautical revenue.
- Integrate revenue management tools and technology to support business decisions.
- Source, attract, negotiate and work with business enterprises and concessionaires to offer enhanced services and amenities for airport users.
- Build strong customer relationships with the ability to recognize and present strategic solutions to achieve or exceed business objectives.
- Serves as the primary 24/7 media contact, responding to media inquiries; developing public information and news articles for print, electronic and broadcast media; preparing and issuing press releases; and conducting media briefings. Develop and pitch positive stories to local media and national trade publications.
- Perform other related tasks as assigned or required.

### **Qualifications and Requirements:**

We are looking for a self-motivated, team player to join the GRR team. In addition to the following, the ideal candidate is also adaptable and has a passion for GRR and the aviation industry.

Bachelor's degree from an accredited institution in Aviation Management, Business Administration, Marketing, Communications, Finance, Political Science, Public Administration, or other relevant field combined with ten (10) years of progressively responsible experience, including five (5) years of management experience including budget and fiscal oversight, evaluation of business processes, policy and decision making, and planning and organizing multiple programs, projects, operations or functions; or an equivalent combination of education, training and experience.

Ability to interact positively and effectively with elected officials, Authority leadership, managers, local, state and federal agency representatives, contractors, tenants, media representatives, dignitaries both foreign and domestic, passengers and members of the public from widely diverse cultural and socio-economic backgrounds.

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Extensive knowledge of the full range of business functions and systems, including strategic development, planning, budgeting, business analysis, FAA regulations, and general aviation operations (if new to the aviation industry, this position requires properly identifying areas that require consultation with general counsel or more experienced colleagues).

Ability to consult with legal and regulatory experts and the ability to interpret and apply legal and regulatory guidelines.

Thorough working knowledge of the practices and principles of airport administration, operations, and security.

Ability to solve practical problems and deal with numerous variables in situations where limited standardization exists.

Ability to draft, create, write, critique, and effectively negotiate business contracts and agreements.

Ability and willingness to travel up to 20%.

Working knowledge of Microsoft Office suite and spreadsheet software required to collect, compile, analyze and report data.

Good English language skills, including spelling, punctuation, grammar and construction, multilingual strongly preferred.

Good interpersonal, oral and written communications skills.

Extensive knowledge of strategic planning approaches and methods.

Ability to establish and maintain professional and effective working relationships with the Authority and other airport employees, representatives of other agencies and the public.

Employees are required to be available and on-call 24 hours per day, seven days per week to respond to irregular operations, airport emergencies, and seasonal weather conditions.

### **Licenses and Certifications:**

Must possess and maintain a valid Michigan motor vehicle operator's permit.

### **Physical Requirements:**

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- Must be able to work in a standing position for the entire length of shift.
- Must be able to work with arms extended at or above shoulder level for extended periods of time.
- Must be able to raise, lower and properly position vehicle parts and components
- Must be able to descend to and ascend from a kneeling position and bend from the waist in order to access vehicle components and systems.
- Must possess sufficient visual acuity with or without corrective lenses to read diagrams, drawings, schematics and other visual layouts.

**NOTE:**

- 1) Candidate must be able to pass the required FBI fingerprint-based criminal history record check.
- 2) The incumbent must carry a cell phone in order to respond to and coordinate emergency situations and is on-call 24 hours per day to respond to airport emergencies.

**PHYSICAL REQUIREMENTS:**

Must have sufficient auditory ability, with or without audiological devices, to decipher radio communications, alarms, other warning signals and vehicle signals indicating backward or forward motion.

Must be able to descend to and ascend from a kneeling or crouching position in order to physically inspect roadways, surfaces, runways and taxiways and other facilities and features located at or below ground level.

Must be able to access all areas of the airport in order to conduct inspections and monitor operations.

Must be able to tolerate exposure to noise levels up to 120 decibels

**WORKING CONDITIONS:**

Work is performed in both office and outdoor environments, and involves exposure to noise, chemical and other contaminants, moving mechanical hazards, and extremes of

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