



BIRMINGHAM-SHUTTLESWORTH
INTERNATIONAL AIRPORT

The Birmingham Airport Authority invites applications for
Public Information Officer

Birmingham-Shuttlesworth International Airport (BHM)
Birmingham, AL

EXECUTIVE SEARCH SERVICES PROVIDED BY ADK CONSULTING & EXECUTIVE SEARCH



About the Airport

The Birmingham-Shuttlesworth International Airport (BHM) is Alabama's largest airport serving the Greater Birmingham area and surrounding Southeastern cities. In 2019, more than 3 million passengers chose to fly BHM, making it their airport of choice to reach destinations throughout the United States and around the world with as little as one stop. BHM presently ranks in the country's top 100 airports in terms of passengers served annually.

BHM is operated by the Birmingham Airport Authority, an independent authority autonomous from local government. The Authority is responsible for the day-to-day operations and long-term planning for the airport. It is governed by a 7-member Board of Directors that sets policy, approves the budget, and hires the airport's President / CEO.

There are 165 full time positions at Birmingham Airport Authority supporting a FY 2020 operating budget of just over \$41 million in revenues. Additional activity at BHM includes one eight-bay cargo facility, one FBO with two locations, and an Air/Army National Guard facility. The airport is host to over 100 leasing tenants and 4000 total employees.

The five-year capital improvement program for the Authority (FYs 2019-2023) has estimated expenses of nearly \$159.5 million. In 2014, the Birmingham Airport Authority completed its most significant terminal modernization project to date at \$201.6 million, which achieved LEED Gold certification.





The Community

People who live in Birmingham enjoy the diversity - in entertainment, cuisine, the arts, nightlife, and the great outdoors. The variety brings visitors back time and again. The Birmingham metropolitan area has consistently been rated as one of America's best places to work and earn a living based on the area's competitive salary rates and relatively low living expenses. As the largest city in Alabama, diversity is its greatest strength and strongest appeal, with cultures that are all a part of the charm and intrigue that is Birmingham.

The city of Birmingham played a pivotal role during the era of the Civil Rights Movement. The famous Civil Rights Institute opened in 1992 attracts tourists worldwide and empowers people of all cultures to understand the legacy of human rights.

Birmingham enjoys a balance of manufacturing and service-oriented jobs. The city ranks as one of the most important business centers in the South East and is also one of the largest banking centers in the United States. It also serves as headquarters to one Fortune 500 company and two Fortune 1000 companies.

Sports – A modern city surrounded with sports history and enthusiasm, Birmingham packs the house for some of the South's most premier sporting events. In professional sports, the Class AA Birmingham Barons have one of the proudest traditions in baseball. The team plays at Regions Field, one of the premier stadiums in minor league baseball. The Southeastern Conference is headquartered in Birmingham and is one of the major U.S. collegiate athletic conferences. College football dominates sports in Birmingham. UAB, which fields a major college basketball and baseball team, also has a Division 1A football program. The team plays at Legion Field. College athletics also play an important role on the campuses of Birmingham- Southern College, Samford University, and Miles College. UAB/City just broke ground on a new \$174 million downtown stadium, and Legacy Arena is undergoing a \$123 million renovation. Motorsports are also very popular in the Birmingham area and across the state, and the area is home to numerous annual motorsport races. Visitors and residents are enjoying Top Golf's brand new \$20 million facility, which is 65,000-square-feet and three stories. Birmingham will host the World Games in 2022. More than 3,600 international athletes are expected to compete in more than 30 sports over the course of 11 days in July.

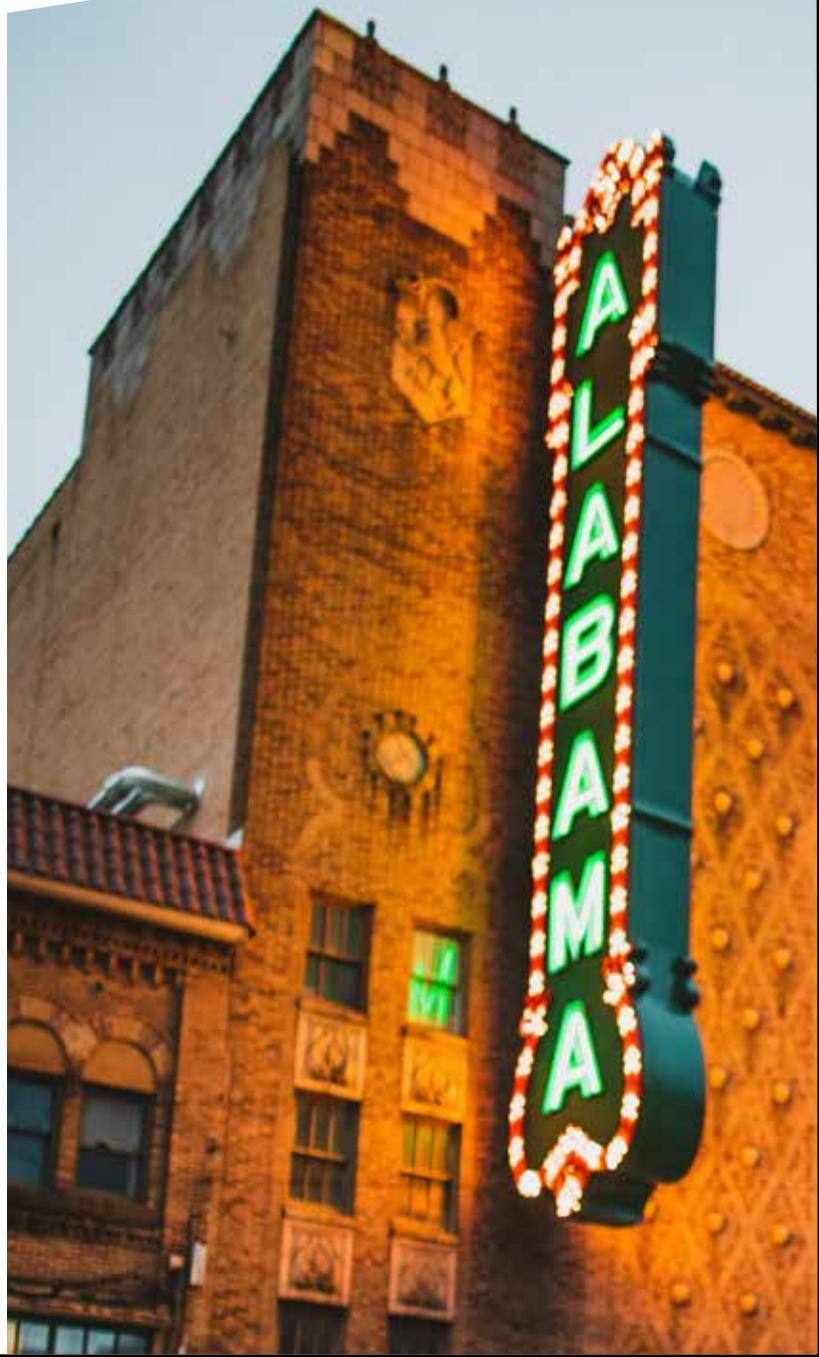
The Community *(continued)*

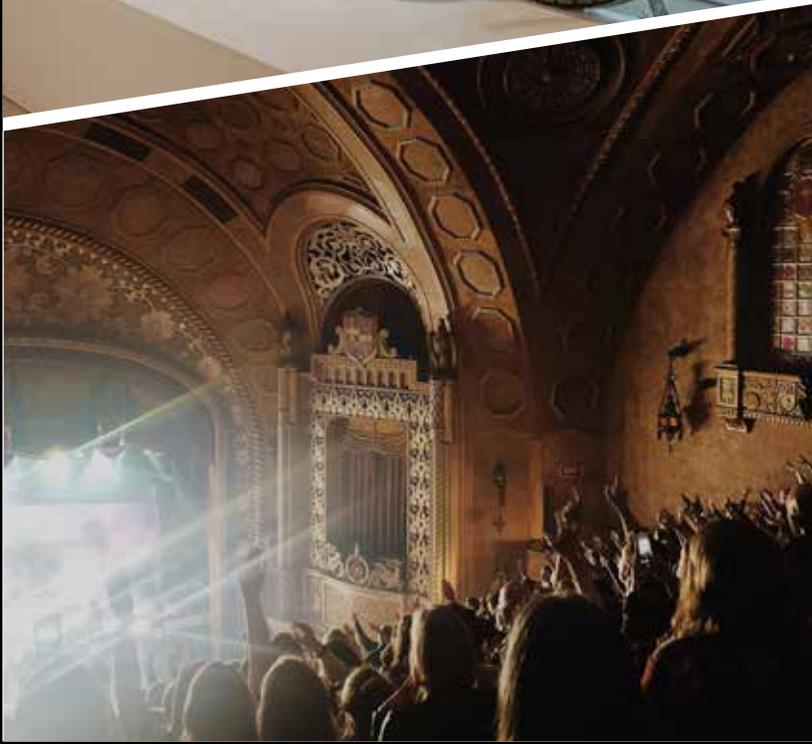
Outdoor Activities – Birmingham’s four distinct seasons provide the perfect backdrop for a range of outdoor activities including running, cycling, fishing and of course, golfing. Fishermen appreciate that Birmingham was named “Bass Capitol of the World” by ESPN and Bassmaster magazine. Birmingham’s weather is a lure for golfers as well as the handsome and challenging public golf courses. With the development of the state’s Robert Trent Jones Golf Trail, Alabama became the Godfather of Great Golf, with Birmingham having two courses along the trail.

Dining in Birmingham – Just remember that Birmingham is home to “the Oscars of dining” with James Beard Foundation Award winners and nominees and has won awards from Gourmet, Bon Appétit, and Esquire magazines. Highlands Bar and Grill received the James Beard Foundation’s award for the most outstanding restaurant in America for 2018. People come from around the Southeast to dine at chef-owned restaurants across the city. Renowned NYC mega-restaurateur Danny Meyer named Birmingham in an interview in New York Times when asked about up-and-coming food cities.

Entertainment – When the sun goes down in Birmingham, the fun is just beginning. From intimate clubs to world-class music halls, people discover that no matter where they go in the city, live entertainment is always right around the corner. And with live theatre, nationally known musical acts and orchestral performances, Birmingham gets even better after dark. Legendary jazz greats are immortalized in the Alabama Jazz Hall of Fame. At the McWane Science Center, you have four floors of hands-on exhibits and an IMAX Dome Theatre to experience. The Birmingham Museum of Art has one of the finest collections in the Southeast. The Alabama Symphony Orchestra has entertained audiences for more than 70 years, playing a variety of classical and popular compositions and hosting performances by some of the finest international guest artists. And for ballet enthusiasts, there is the Alabama Ballet and the Birmingham Ballet.

Shopping – The area’s antique shops are becoming places of legend in upscale lifestyle magazines around the county. Trendy malls have taken root all over the area. The Summit is one of Birmingham’s trendiest shopping destinations with high end retailers. Dozens of new art galleries surprise enthusiasts and collectors with a wide variety of paintings, sculpture, jewelry, ceramics, fine and funk art.





The Community *(continued)*

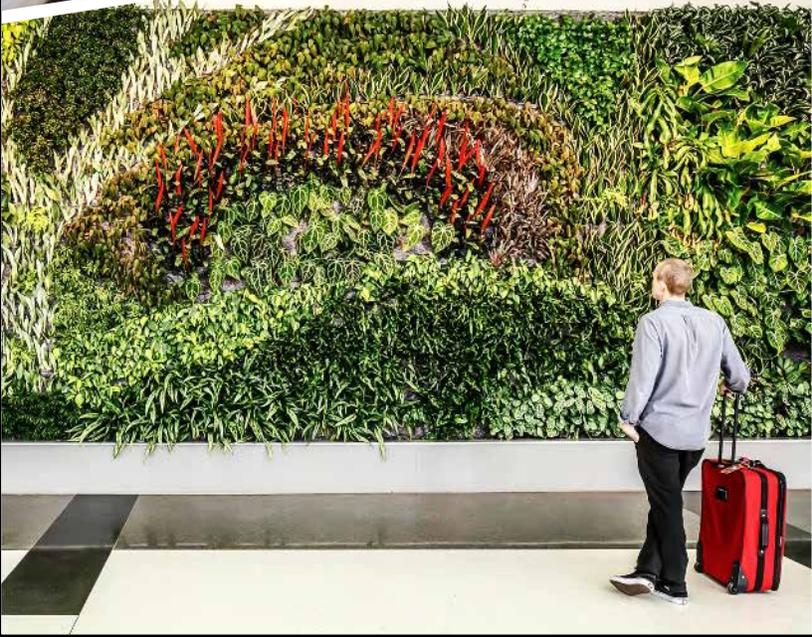
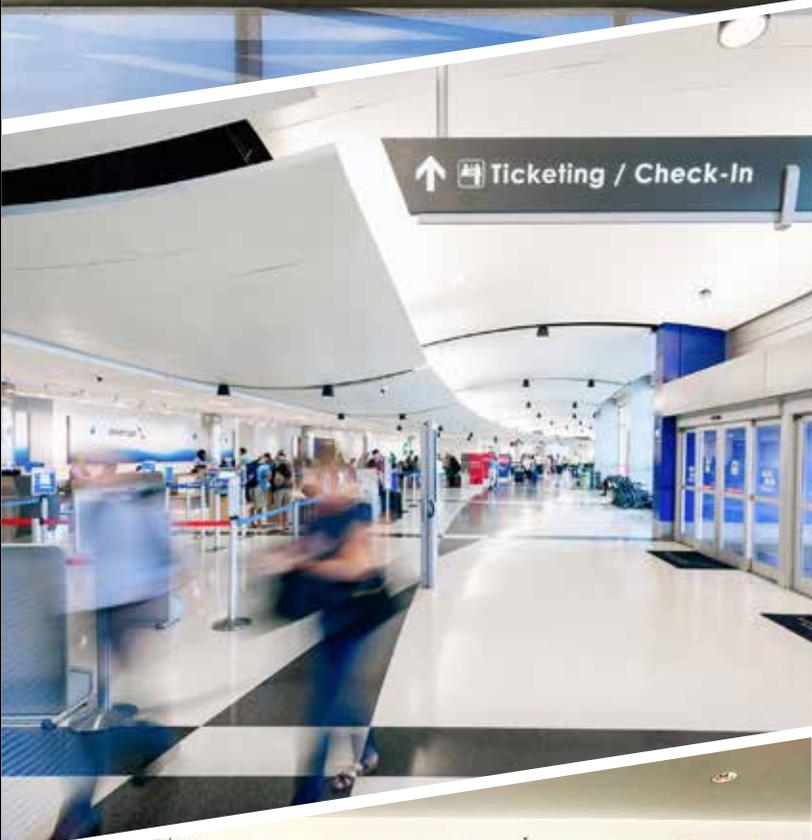
Things to Do – The Birmingham Zoo is a large regional zoo with more than 700 animals and an interactive children’s zoo. The Birmingham Botanical Gardens is a 67-acre park displaying a wide variety of plants in interpretive gardens, including formal rose gardens, tropical greenhouses, and a large Japanese Garden. It is complemented by Hoover’s 30-acre Aldridge Botanical Gardens, which offers a place to stroll, and is to add unique displays in coming years. Alabama Adventure Amusement Park and Splash Adventure Water Park in Bessemer serves as the Birmingham area’s amusement and water park, featuring numerous rides, slides and water-themed attractions. Railroad Park has won numerous awards and was most recently named the best park in Alabama by MONEY magazine. Red Mountain Park, one of the largest urban parks in the United States at 1,500-acres, features the city’s industrial history mixed with adventure, with multi-use trails great for hiking, trail running, and mountain biking. For another fun day, visit The Barber Motorsports Park and Museum, an 880-acre, multi-purpose racing facility located on the eastern fringes of Birmingham. It was built by George Barber and includes the Barber Vintage Motorsport Museum, which has been named “World’s Largest Motorcycle Museum” by the Guinness World Records. The museum is considered the largest philanthropic project taken on by an individual in the history of Alabama.

Accolades

Like most cities, Birmingham has its own list of largest, greatest, oldest places and things to brag about. Here are a few:

- Southern Living, the nation's most successful regional magazine, is published in Birmingham.
- The University of Alabama at Birmingham's University Hospital is among the world's top kidney transplant centers.
- In 1995 Mercedes Benz chose nearby Vance for its first assembly plant outside Germany to produce the popular M-Class All-Activity Vehicle.
- Birmingham is known as the founding city for the recognition of Veterans Day and hosts the nation's oldest and largest Veterans Day celebration.
- Birmingham is home to the nation's oldest baseball park, Rickwood Field, which opened in 1910 and hosted baseball greats such as Jackie Robinson, Ty Cobb, Babe Ruth, Lorenzo "Piper" Davis, Willie Mays and "Shoeless" Joe Jackson.
- Birmingham has one of the "Top Ten Bars Worth Flying For," according to GQ Magazine. The article lists the top ten bars in the world, among them "The Garage" in Birmingham for its eclectic authentic charm.
- Birmingham is home to the Magic City Classic football game. The Alabama A&M University Bulldogs of Huntsville and the Alabama State University Hornets of Montgomery meet annually in Birmingham. This is the largest historically black college football rivalry in the country.
- TIME magazine named Birmingham's Sidewalk Film Festival among its choices for "Film Festivals for the Rest of Us." Says TIME: "The September fest in the theatre district of Birmingham... is an industry favorite."
- Bon Appétit magazine named Birmingham's Hot & Hot Fish Club among the "Great Neighborhood Restaurants in the South."
- Birmingham's Ruffner Mountain, just ten minutes from downtown, is the second largest urban nature preserve in the country.





The Position

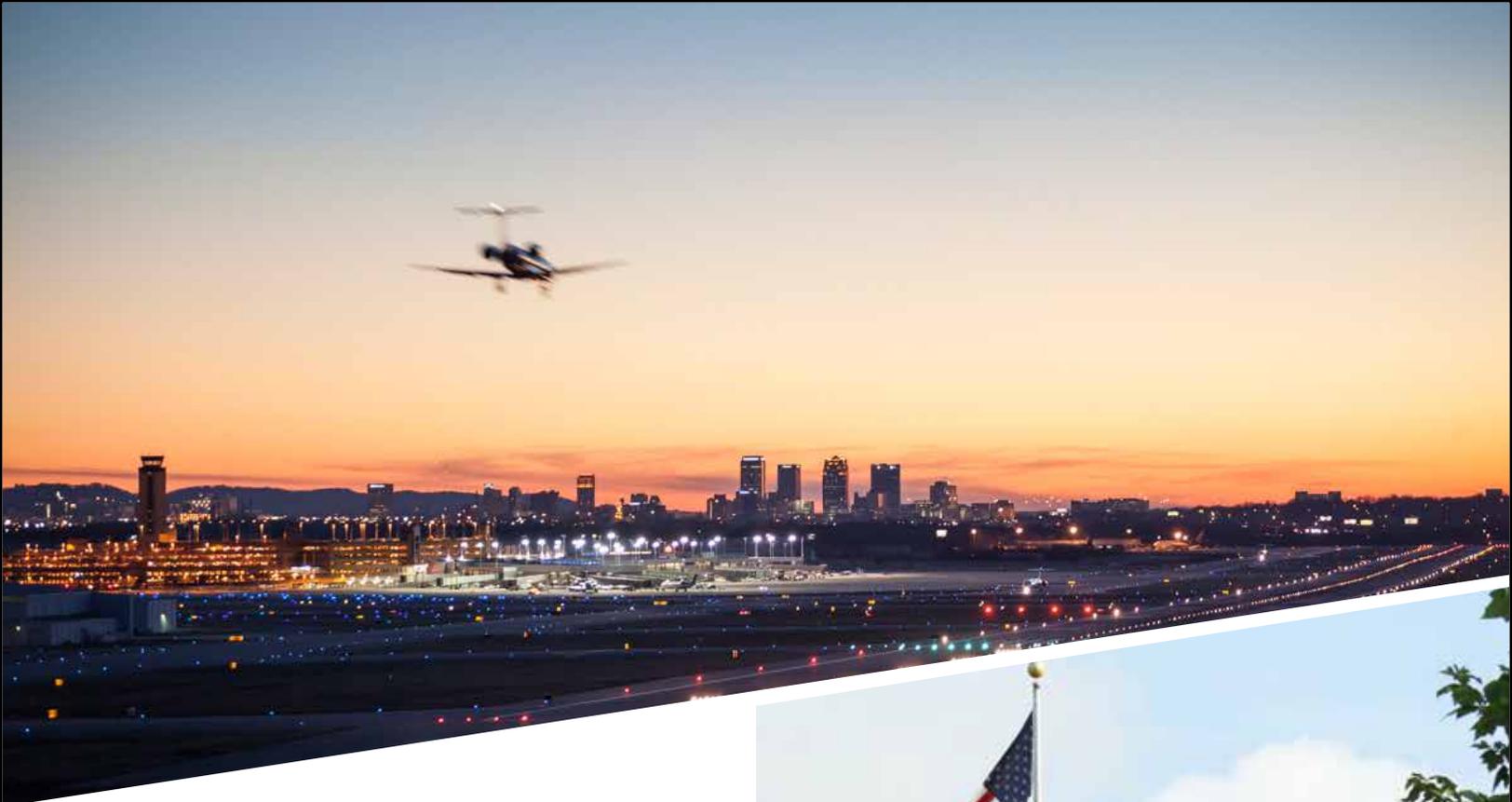
Reporting to the Chief Executive Officer, the Public Information Officer (PIO) will manage a broad range of public communications, and media affairs including crisis management and regulatory issues on behalf of Birmingham Shuttlesworth International Airport (BHM). This individual will be a multi-media and Public Relations Specialist, preferably with aviation industry experience. The individual will have a proven track record and measurable results in media relations and brand growth and management. The PIO will be the primary contact for the media inquiries and, as applicable, the Airport Spokesperson. The PIO will also design and implement successful customer service, education, marketing and media strategies across all media platforms (print, visual and social), that will highlight the Economic Impact and benefit of BHM to the city, county and state.

The incumbent will produce video, audio, picture and text multimedia designed to promote, enhance and maintain favorable public image; direct routine press relations such as preparation and distribution of news releases and making arrangements for Airport executives and Board members with press, respond to information requests from the public, news media and other organizations.

For a complete job description, [click here](#).

Position Qualifications

The ideal candidate will have a bachelor's degree in journalism, business administration, public administration, political science and five plus years of multi-media, print media, public relations and/or public affairs experience. A master's degree in journalism, economic development or marketing is preferred. An equivalent combination of education and experience may be considered.



Salary and Compensation

The salary range for this position is \$120,000 to \$150,000 with an attractive benefits package. A starting salary at or near the top-range is possible for the exceptional candidate. Relocation assistance will be offered.

How to Apply

To apply online, [click here](#).

Deadline for applications: February 13, 2022

Contact for this search is:

Kenneth Gwyn, A.A.E.

kenneth@adkexecutivesearch.com

Please note: After your application is complete, you will receive an important email from us. Please check your inbox and your junk/spam folder, and if you have not received our email, please notify us at: admin@adkexecutivesearch.com.

