



The Melbourne Airport Authority invites applications for
Manager of Marketing

Melbourne Orlando International Airport (MLB)
Melbourne, FL

EXECUTIVE SEARCH SERVICES PROVIDED BY ADK CONSULTING & EXECUTIVE SEARCH

The Airport

Melbourne Orlando International Airport (MLB) is a commercial service airport located in the heart of Melbourne, in Brevard County, on Florida's world-famous Space Coast. It is owned by the City of Melbourne and governed by a seven-member airport authority comprised of three city council members, a Melbourne Regional Chamber representative, an industrial tenant representative and two at-large members. The airport has a budget of \$30.4 million in the 2022 fiscal year and receives no local tax dollars.

Named among the most scenic airports in the world, the Melbourne Orlando International Airport covers 2,450 acres and has three runways, the longest being 10,181 feet, able to handle any size aircraft. In 2021, just as the world was opening back up, MLB had close to 375,000 enplanements and just under 150,000 aircraft operations. The Milken Institute recognized the Space Coast's Palm Bay-Melbourne-Titusville MSA as #2 on the 2021 Best-Performing Cities Index and cited the area's involvement in defense, high-tech and aerospace industries. MLB is at the forefront of these sectors, home to aviation, aerospace, and defense contractor companies such as Northrop Grumman, Embraer, L3Harris, Collins Aerospace, Thales, Alstom, and many others.

MLB boasts daily service from industry leaders such as Allegiant, American Airlines, Delta Air Lines, and the UK's top holiday provider, TUI. TUI commenced service to MLB from seven UK markets in March 2022 and is expected to bring an additional 150,000 passengers through MLB. The announcement of MLB becoming TUI's gateway into Florida prompted a \$72 million renovation and expansion project to provide upgraded amenities, expanded operations, and an enhanced customer experience. The project includes an addition of 86,000 square feet of new facilities, plus improvements to existing areas. All MLB customers, whether flying domestic or international, will benefit from these upgrades.

The airport also has an engaged general aviation community with three Fixed Based Operators serving its needs. Currently a Hyatt Place, located adjacent to the airport terminal, is under construction and slated to open in the first quarter of 2023.

Ongoing airport projects include: Terminal Renovation and Expansion Project, Northside Expansion Project, and In-Line Baggage System.



The Community

Florida's Space Coast

Ideally located on the Atlantic Coast of Central Florida, residents and visitors to Melbourne and the Space Coast beaches experience a world of Florida charm, nature and recreation, culture, dining, and shopping. We enjoy a year-round semi-tropical climate, 72 miles of unspoiled beaches, and outdoor activities including golf, fishing, boating, swimming, surfing, camping, nature trails, and more. Over 300 days of sunshine and an average annual temperature of 72 degrees offer Brevard County residents and visitors and ideal climate. Being located on the coast, the Atlantic Ocean provides lovely breezes that cool the summer and warm the winter.

Known the world over as Florida's Space Coast, Brevard County offers an abundance of activities and places of interest for visitors and residents alike. Providing the county with its claim to fame, NASA's Kennedy Space Center Visitors Complex and the Astronaut Hall of Fame is located just a short 45-minute drive from Melbourne. This exciting and popular attraction features an up-close encounter with the Space Shuttle Atlantis, the Iconic Saturn V center, and the new Gateway, deep space launch complex. Other than the Space Coast, where can you see weekly rocket launches from your backyard or from the world-famous Cocoa pier?

Melbourne is only about an hour due east of the Walt Disney World Resort, Universal Orlando Resort, and SeaWorld. The Orlando metro area also offers world-class theater, sporting events, retail, and dining options.

Melbourne encompasses both sides of the Intracoastal Waterway and the Indian River Lagoon, one of the most biologically diverse estuaries in the Northern Hemisphere and home to an incredible number of endangered species and breathtaking displays of bioluminescence. The southern end of Brevard County is anchored by fishing and surfing hotspot Sebastian Inlet, a perfect place to spend the day soaking in Florida's natural beauty.

The community boasts a respected public school system including an aviation assembly and fabrication career and technical program at Eau Gallie High School. Brevard Public Schools is the 49th largest district in the U.S. and the 10th largest district in Florida. With 84 schools, 15 special centers, and 12 charter schools, the district educates its students in 17 different municipalities across the Space Coast. Brevard Public School's goal is to serve the community and enhance students' lives by delivering the highest quality education in a culture of dedication, collaboration, and learning.



The Community *(continued)*

Located in Melbourne, the Florida Institute of Technology attracts students from around the globe. The university operates an aviation school on the MLB airfield and offers a wide array of classes that include unique courses like the engineering of surfing, otherwise known as surf engineering analyses. MLB is also home to Eastern Florida State College's Aviation Maintenance Technology program. Students graduating from this program earn an Airframe and Powerplant certificate and can often find work across the airfield at either Embraer or STS Aviation Services.

Things to Do...

Melbourne is a unique community that features every element of Florida sport you can imagine. The Space Coast is the surfing capital of the East Coast and home to world-famous surfers including Kelly Slater and Caroline Marks. Boating, scuba diving, kayaking, and paddle boarding are common and much-loved pastimes along area waterways. The Atlantic's mighty Gulf Stream runs just off the coast, providing a plethora of saltwater fishing: snook, tarpon, flounder, bluefish, and sea trout. Area lakes and the area's famous Stick Marsh offers anglers the finest freshwater fish in Florida.

On land, golfers have their pick of top-quality golf courses, including Spessard Holland Golf Course, Baytree National, and Duran Golf Club. The area is also home to several tennis facilities, including the well-known Kiwi Tennis Club. Numerous bike trails and an active mountain biking association offer thrills and beautiful views for riders of all experience levels. For those interested in taking in a professional sporting event, the Orlando Magic NBA basketball games and Orlando City SC and Orlando Pride soccer matches are a short hour's drive away.

The always popular Grant Seafood Festival is the third weekend in February and offers the region's finest seafood. Crowds numbering in the tens of thousands gather at and around MLB for the Great Florida Air Show, where top-tier aerial acts and military flight demonstration teams including the Navy's Blue Angels and Air Force's Thunderbirds dazzle. Dining and retail hotspot Downtown Melbourne boasts several well-loved annual events including the Downtown Melbourne Food and Wine Festival, and St. Patrick's Day Festival. The vibrant Eau Gallie Arts District is an up-and-coming area with regular farmers markets, street fairs and monthly art walks.



The Community (*continued*)

Melbourne offers many ways to keep cool inside when the temperatures rise outside. Culture lovers can enjoy a variety of entertainment, including Broadway and celebrity performances at the Maxwell C. Center for the Performing Arts and the Henegar Performing Arts Center, to local performers at the Melbourne Civic Theater, Funky Dog Improv Comedy Theater, and other community theaters. The Brevard County Symphony Orchestra and local municipal bands and community musicians offer performances year-round. Many museums and galleries showcase the works of local artists and traveling exhibits. For shopping, The Avenue Viera features fashion and convenience, and the Melbourne Square Mall is just minutes from the airport. A favorite bargain spot is the Super Flea and Farmers Market. Select antiques, boutiques, specialty shoppes and unique restaurants can be found in Historic Downtown Melbourne and the Eau Gallie Arts District. Melbourne's Club 52 is open 7 days a week, offering live simulcast horse and dog racing, as well as a Vegas-style poker room with over 40 gaming tables.

Helpful Links

- [Melbourne International Airport](#)
- [The City of Melbourne](#)
- [Melbourne Visitor Information](#)
- [Melbourne Chamber of Commerce](#)
- [Florida's Space Coast](#)





The Position

The Melbourne Airport Authority (MAA) Manager of Marketing is responsible for creating, managing and delivering all marketing, branding, advertising and promotional activities in support of the Melbourne Orlando International Airport (MLB). In addition to being highly responsible, it is also a highly visible position, representing MLB to local, state and federal agencies as well as community partners such as tourism organizations. The Manager works under the direction of the Assistant Director of Business Development, and supports and collaborates with the Public Information Officer, supporting media relations and community affairs activities, crisis communication, grant writing, and on-going and special events.

The Manager administers airport marketing and advertising activities including social media, digital signage, email, print, TV and radio marketing. He or she creates website content including blogs, updates and site design. The Manager coordinates marketing activities with advertising partners and media buyers. He or she manages the Airport Ambassador program, including work scheduling, flight coverage and development of programs, providing guidance and developing training activities. The Manager helps develop and manage the departmental budget and designs, orders and maintains an inventory of marketing materials such promotional items, stationery and business cards.

The Ideal Candidate

The Manager of Marketing will have a 4-year degree in marketing, communications and/or public relations and 3 years' experience in marketing, communications or community relations, preferably in an airport environment. A combination of experience and education may be accepted. The Ideal Candidate will have crisis management experience and excellent communication skills, both oral and writing. He or she will have knowledge of the principles and practices of design and marketing as related to public information, community outreach, and customer relations programs. The Manager will have knowledge of industry (aviation, public affairs, marketing) trends and media practices. He or she will be an effective public speaker and be able to earn public support for Airport policies and activities. The Manager will have the ability to establish and maintain effective working relationships, both internal and external, and to work cooperatively with Airport employees. He or she will be able to quickly learn Airport Authority policies and procedures, as well as Federal, state and local rules, policies, regulations and laws impacting Airport operations, and be able to explain those regulations and laws to others. Knowledge of the principles and practices of public administration, including budgeting and the function(s) of public boards will be helpful.

Salary and Compensation

The salary range for this position is \$51,631 - \$85,708. A starting salary above the mid-point is achievable for the exceptional candidate and will be dependent upon experience. MLB offers an attractive benefits package and will assist with relocation costs.

How To Apply

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

To be considered, all candidates must fill out the City of Melbourne's employment application. [Click here](#) to fill out the required application.

Deadline for applications: October 9, 2022

The contact for this search is:
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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.

The Melbourne Airport Authority is an equal opportunity employer.

