

DIRECTOR, MARKETING AND PUBLIC RELATIONS

Are you a dynamic leader with a passion for aviation and a knack for crafting compelling narratives? Bishop International Airport Authority is seeking a visionary Director of Marketing and Public Relations to elevate our brand, engage our community, and drive our growth to new heights. If you're ready to make a significant impact in a fast-paced, exciting environment, we want to hear from you!

Flint's Bishop International Airport (FNT) is "Not the only way to fly. Just a better one." Flint guarantees our community destination options of a larger airport, while flying from the comfort of a relaxing and beautiful facility.

As the Director of Marketing & Public Relations for Flint Bishop Airport, you'll be responsible for developing and executing marketing strategies to promote and advance the airport's services and facilities, while simultaneously managing public relations by building positive relationships with the community, media, and stakeholders, ensuring a favorable public image through effective communication and outreach initiatives.

You will contribute by:

- Participating in air service development efforts, assisting the Chief Executive Officer and Air Service Consultants, which includes initiatives to align the Airport with corporate and community stakeholders,
- Building solid business cases to maintain and grow passenger and cargo air service at the Airport
- Working in coordination with other key entities in the community to ensure development efforts support the community's air service needs
- Developing and executing the marketing & public relations programs designed to broaden community awareness of the airport as a transportation resource
- Directing and overseeing public relations special events such as events promoting new air carriers, new air service destinations, honor flights, employee development events, and similar

What we are looking for:

- Knowledge of general aviation and air carrier, airport activities are desirable
- Bachelor's degree in marketing, advertising, business or a related field
- At least 5 - 7 years of business development or marketing experience, preferably within the airline or air service industry
- Strong organizational skills and demonstrated ability to handle complex projects as well as prioritizing multiple deadlines and tasks, managing internal and external relationships across multiple stakeholder groups, providing clear direction and problem-solving strategies.
- Proven performance with web technologies, graphic design, print processes, and other communication technologies
- Proven research, reporting and analytics skills. Experience using Office applications such as Outlook, Word, Excel and PowerPoint is desired.



**FLINT BISHOP
AIRPORT**

Director, Marketing and Public Relations
December 2024

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What we offer:

Annual salary range \$90,000 to \$120,000 depending upon experience

A full range of benefits including:

- Employer paid health, dental, vision, short- and long-term disability, life insurance
- 401(a) Defined Contribution Plan – Employer contribution of 20% of base salary-5-year vesting
- Optional 457 Deferred Compensation Plan – Employee only
- Retirement Health Savings Plan – 2.5% of base salary plus accumulated sick leave (720 hrs. max)
- 11 paid holidays

How to apply:

For a job description, please go to <https://bishopairport.org/doing-business/doing-business-overview/employment-opportunities/job-openings> In order to apply, send a resume, cover letter to either of the following:

Mail:

Dionne Griffin, CPA
Chief Financial Officer
Bishop International Airport Authority
3425 W Bristol Road
Flint, MI 48507

Email: dgriffin@bishopairport.org

Deadline to apply: Open until filled

Applicants must be authorized to work for ANY employer in the US. We are unable to sponsor or take over sponsorship of employment Visa at this time. Employment is contingent on passing a physical and drug screen as well as a TSA and CHRC background check.

The required knowledge, skills abilities, and minimum qualifications listed above are intended to represent the desired skills and experience levels associated with performing the duties and responsibilities contained in this job description. The qualifications should not be viewed as expressing absolute employment or promotional standards but as general guidelines that should be considered along with other job-related selection or promotional criteria.



**FLINT BISHOP
AIRPORT**

Director, Marketing and Public Relations
December 2024

	Job Title	Updated	Supervisor
	Director, Marketing & Public Relations	December 2024	Chief Financial Officer

Position Summary

The Director of Marketing & Public Relations is responsible for developing and executing marketing strategies to promote the airport's services and facilities, while simultaneously managing public relations by building positive relationships with the community, media, and stakeholders, ensuring a favorable public image through effective communication and outreach initiatives.

The Director participates in air service development efforts, assisting the Chief Executive Officer and Air Service Consultants, which includes initiatives to align the Airport with corporate and community stakeholders, while building solid business cases to maintain and grow passenger and cargo air service at the Airport. In addition, the Director works in coordination with other key entities in the community to ensure development efforts support the community's air service needs. The Director is responsible for the development and maintenance of the marketing & public relations programs designed to broaden community awareness of the airport as a transportation resource.

Duties and Responsibilities

- Oversee and develop all aspects of the Airport's marketing, branding, public and community relations efforts, including promotional programs and special events.
- Develops and implements marketing plans to target potential business for the airport; serving as primary liaison between the airport and representatives of airlines, representatives of the business community, and others to determine their needs, identify opportunities to enhance service;
- Works with aviation consultants to prepare presentations for potential domestic and international passenger service; Conduct analyses to identify and continually monitor the Airport's service trends and needs and develop programs to ensure the enhancement of the Airport's service role;
- Develop and maintain positive relationships with all stakeholders and constituents including current/future air carriers, consultants, and community leaders;
- Leads all aspects of the Airport's external and internal communications programs and tools, including the website, video, social media strategy, and print or electronic media;
- Directs creative development of concepts and designs for print and electronic communications and advertising materials including but not limited to, billboards, print media, online advertising, and website maintenance.
- Responsible for all social media postings and messaging;
- Oversees the airport terminal advertising contract and approves proposed advertising;
- Maintains awareness of sensitive and high impact issues at the airport;
- Manages all media relations; coordinates response to newsworthy events and media inquiries;
- Acts as public information officer managing communications in the event of a small- or large-scale incident at the airport;
- Produces Airport presentations for airline solicitation and community awareness as necessary and develop key messaging that will be incorporated into comments and presentations by the CEO.
- Represent the Airport and CEO at community, public relations, hearings, and civic events;
- Directs and oversees public relations special events such as events promoting new air carriers, new air service destinations, honor flights, employee development events, and similar;
- Responds to and recommends actions regarding customer complaints;
- Develops RFPs and manages contracts related to marketing, advertising, and analysis tools (e.g. website, marketing & communications, videos, passenger survey, air traffic data, airport air service consultants, etc.)

	Job Title	Updated	Supervisor
	Director, Marketing & Public Relations	December 2024	Chief Financial Officer

The class specification above is intended to be sufficient to identify the class and be illustrative of the many duties that may be assigned. It should not be interpreted to describe all of the duties an employee assigned to this class may be required to perform.

Knowledge and Abilities

- Knowledge of general aviation and air carrier, airport activities are desirable.
- At least 5 - 7 years business development or marketing experience preferably within the airline or air service industry.
- Strong organizational skills and demonstrated ability to handle complex projects as well as prioritizing multiple deadlines and tasks.
- Able to work well in a team environment. Self-directed and motivated.
- Able to effectively communicate and manage internal and external relationships across multiple stakeholder groups, providing clear direction and problem-solving strategies.
- Proven performance with web technologies, graphic design, print processes, and other communication technologies
- Proven research, reporting and analytics skills.

Experience and Education Requirements

- Bachelor’s degree in marketing, advertising, business or a related field.

Working Conditions:

- Ability to work in stressful environment.
- Frequent telephone and computer use.
- Use of manual dexterity required for writing and computer use.
- Sitting for extended periods of time.
- Must be able to lift up to 25 pounds.
- Required to stand for long periods of time.
- Independently mobile with the possibility of climbing stairs.
- Work travel, both by auto and by airplane, is required.
- Specific vision abilities required by the job include close vision, distance vision, and ability to adjust focus.

Reasonable accommodations will be made to enable individuals with disabilities to perform essential tasks.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of incumbent.