

## **VICE PRESIDENT OF MARKETING**

### **Hillsborough County Aviation Authority Tampa International Airport**

#### **Job Description**

Reporting to the Chief Executive Officer, the Vice President of Marketing will be responsible for creating and communicating a meaningful brand identity for Tampa International Airport, directing the airport's overall marketing and strategic planning programs and handling all aspects of air service development. This entails responsibility for all corporate marketing functions such as brand identity/management, market research, advertising, promotion and responsibility for planning and implementing all activities related to the development of international and domestic air service.

Given the lack of an established marketing department at TPA, this position will need to create the department and identify necessary steps to establish various marketing campaigns and strategies, along with proposed department structure and staffing needs.

To achieve this transition, the new marketing director will need to focus on the following while operating in a media sensitive environment:

- Develop and administer a marketing database
- Develop social media opportunities for communicating the airport brand and maximize use of electronic marketing efforts
- Support initiatives of existing and new air service routes
- Maximize increased airline capacity through the introduction of new routes, increased frequency and larger aircraft
- Foster closer working relationships with airlines and the travel trade through the joint development of new products and services
- Work closely with the sales and marketing functions of existing and potential airlines to develop and implement joint promotions and advertising campaigns

Externally, the Vice President will play an important role managing several external suppliers of services, including domestic route service analysis and air service incentives, international strategic air service plan and route service analysis for European, Latin American, and Caribbean carriers, economic impact studies, and may identify the need for additional services including advertising agencies, market research organizations and marketing design firms.

The Vice President will also be required to maintain relationships with senior airline executives, trade and tourism organizations, chambers of commerce and economic development groups.

#### **QUALIFICATIONS:**

The recommended qualifications to perform successfully in this position are a Bachelors degree in Business Administration, International Commerce, Marketing or other related field and at least five years of experience in the airports/airline industry. In addition, the incumbent should have knowledge of international, federal, state and local laws within the areas of air transportation, foreign trade, tourism, and economic development.

Resumes can be submitted to:

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