

**MEMPHIS-SHELBY COUNTY AIRPORT AUTHORITY
NOTICE OF JOB OPENING**

Job Posted: Wednesday, May 31, 2017

Deadline for Application: Wednesday, June 14, 2017

Applications will be accepted from 9:00AM to 3:00PM Monday thru Thursday in the Human Resources Office, located in Terminal – A, Mezzanine Level, 2491 Winchester Road or can be mailed to Attention Human Resources, 2491 Winchester Road, Suite 113, Memphis, TN 38116 or send resumes/applications to Apply@flymemphis.com.

ALL APPLICATIONS MUST BE COMPLETED THOROUGHLY

POSITION: MARKETING & COMMUNICATIONS PROGRAM MANAGER

STARTING SALARY: (90%) \$29.19/HOURLY

JOB NUMBER: 0517-COMCPM-11

NUMBER OF POSITIONS: ONE (1)

DEPARTMENT: MARKETING, COMMUNICATIONS, AND CUSTOMER SERVICE

JOB PURPOSE: Responsible for the concept, creation, writing and editing of a variety of marketing campaigns and communications tactics, including newsletters, brochures, news releases, employee communications, advertising, videos and web and digital media content. Provides coordination of the airport's social media presence, including multimedia content generation, monitoring and responding to inquiries. Assists with organizational branding initiatives. Coordinates community involvement activities, including guidance and participation in special events and the public speaking appearances of airport officials.

ESSENTIAL JOB FUNCTIONS:

1. Creates concepts, writes and edits company brochures, newsletters, speeches, video scripts and other publications; prepares, coordinates and schedules visual preparation/photography for projects, publications, brochures and internal/external informative programs via presentations, computer networks and internet/intranet websites.
2. Plans and coordinates special projects and events for MSCAA's participation including tour requests and presentations, community partnerships and outreach efforts and workshops.
3. Develops strategies and executes traditional and digital initiatives to support company marketing, advertising and branding. Works in conjunction with airport's contracted public relations/marketing firm.
4. Serves as a company liaison in media relations activities, including responding to media calls, researching media inquiries, generating story ideas, analyzing media coverage, participating in interviews, coaching staff, and sending media updates to staff.
5. Collaborates with internal business functions in the development of employee communications.
6. Coordinates MSCAA/MEM content throughout a variety of social media sites to include story concept and responses to community inquiries.

OTHER JOB FUNCTIONS:

1. Performs special projects as assigned.
2. Other job duties as may be assigned.

REQUIREMENTS:

KNOWLEDGE - Bachelor's degree/equivalent in Marketing, Communications, or Journalism or a related field. Five (5) years of experience in marketing, media relations, and community outreach/public relations-related functions to include experience designing collateral material for printing, distribution, and public program development. Knowledge of current social media trends and outlets. Proficient with Microsoft applications. Strong presentation, collaboration, and communications skills.

MENTAL - Requires normal attention with periods of high concentration intermittently to create, develop, implement and print, video, and social media publications and releases for the airport.

PHYSICAL - Requires ability to stand, sit, bend, lift, stoop, crouch, reach. Pace of work requires sometimes high level of energy to accomplish multiple tasks, positive attitude and exhibits a strong sense of self-confidence.

ENVIRONMENTAL - Requires capability of performing essential job functions in an office environment with climate control and good lighting. Requires some exposure to outdoor elements especially during field interviews.

MANUAL DEXTERITY - Requires using hands, arms and/or feet for operating office equipment such as computers, telephones, facsimile machines, photo copiers, video equipment, etc. and lifting paper and files.

AUDIBLE - Requires ability to follow verbal instructions and verbally communicate with Staff and other airport associates, as well as members of the general public in person and via telephone.

VISUAL - Requires the ability to read written instructions, reports, video footage and other documentation and operate office equipment such as computers and facsimile machines.

SECURITY/SAFETY – Must successfully complete a fingerprint-based criminal history check and other security checks meeting TSA requirements to obtain a proper Airport Badge. Must follow all airport safety procedures and maintain focus on safety in the workplace. A strict adherence to all safety regulations will be required.

WE ARE COMMITTED TO A DRUG FREE WORKPLACE, ALL JOB APPLICANTS AND EMPLOYEES ARE SUBJECT TO DRUG TESTING AND FINGERPRINT-BASED CRIMINAL HISTORY CHECK.

**MEMPHIS-SHELBY COUNTY AIRPORT AUTHORITY IS AN
EQUAL OPPORTUNITY EMPLOYER.**

EOE, M/F, D/V