

Metropolitan Knoxville Airport Authority
Job Announcement
Marketing Specialist

Hiring Range: \$ 42,618.81 - 51,142.56 (DOE)

Location: 2055 Alcoa Hwy. Alcoa, TN 37701

A detailed job description is available at www.flyknoxville.com/careers

Responsibilities:

Assist the Vice President of Marketing and Air Service Development with a variety of marketing, sales, and advertising initiatives and programs. Analyze data to identify opportunities. Prepare and deliver presentations. Purchase external consumer advertising, and sell airport terminal advertising to a variety of customers. Meet with airlines and community partners to increase the services offered at TYS. Manage assigned tasks at special events including air shows and conferences. Should be able to work independently and enjoy direct sales and fostering long term client relationships, while also being a team player, willing to assist other airport authority departments as needed. Primary responsibilities of this position:

- Develop and recommend advertising strategy, creative concepts, media buys, production, and other related tasks necessary to produce quality, effective airport advertising in the community while adhering to budgets
- Gather and analyze flight and passenger data.
- Use direct sales skills to generate revenue through leasing airport terminal signage, displays, and other advertising locations to prospective and current advertisers. Develops documents and maintains relationships with key advertising accounts.
- Produce and present professional, high-quality reports, presentations, and documents using various software applications, including for the special events
- Complete special projects at the direction of the Vice President of Marketing and the President.
- Attend, coordinate, and/or host special events such as conferences, air shows, networking events, etc.

This position may require work to be performed outside normal business hours and occasionally offsite. Outside of business-related local travel or training, the position is 100% on-site.

Skills and Requirements:

- Bachelor's degree in marketing, advertising, business analytics, sales, aviation management, or related field, plus a minimum of 1-2 years of work experience or equivalent is required.
- Understanding of current marketing strategies. Creative mindset.
- Excellent presentation skills for communicating data analysis.
- Excellent written and verbal communication skills with ability to communicate to external and airline partners.
- Excellent listening and interpersonal skills with the ability to interact with the public and maintain partner and potential partnerships.
- Microsoft Office skills with strong proficiency with Excel for data analysis and interpretation
- Direct sales skills are a plus
- Advertising understanding and Graphic design skills are a plus

Applications Deadline: Tuesday, July 5, 2022, for best consideration. Position open until filled. A detailed job description is available at www.flyknoxville.com/careers. Please apply through the website, email to apps-resumes@tys.org, or mail to P.O. Box 15600 Knoxville, TN 37901 Attention: HR. Applications must be received by the stated deadline or postmarked by the deadline date to be considered. No phone calls please.

Applicants must submit ALL of the following in order to be considered: Official Metropolitan Knoxville Airport Authority Application or resume (Applicants submitting resumes must submit a completed signed copy of the MKAA application prior to being interviewed.)

Selection Process:

Applications (and additional documents, if applicable) will be reviewed to identify applicants whose qualifications most closely meet the needs of the Metropolitan Knoxville Airport Authority. Employment process includes a background check and physical, which includes drug testing.

The Metropolitan Knoxville Airport Authority conducts random employee drug screening.

The Metropolitan Knoxville Airport Authority is an Equal Employment Opportunity Employer