



# Metropolitan Knoxville Airport Authority

## Marketing Specialist

**Represents Airport's terminal display advertising program. [Essential] [5-10%]**

Representative activities include: Uses 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.

**Performs other activities as may be requested or required. [Non-Essential] [5-10%]**

### Minimum Educational and Work Qualifications

Position requires a 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. A valid Tennessee State driver's license is required. Excellent written and verbal communication skills required. Previous marketing and sales experience is a plus. Position requires a thorough working knowledge of office software applications including Microsoft Office and various other graphics photo editing suites. Night and weekend work may be required on occasion.

### Environmental and Working Conditions

Job is performed in a well-lighted, well-vented, modern office setting. Job requires frequent movement from one work location to another with occasional sitting tolerance. Individual must drive to and from various locations, on and off premises, with occasional overnight travel. Frequent bending, twisting, stooping, turning, and overhead reaching. Occasional lifting up to 40 pounds is necessary. Frequent exposure to computer display terminal.

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Signature of Employee

Date

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Signature of Manager

Date

## **Key Performance Variables and Factors**

1. **Achievement Orientation** - Personal efforts toward accomplishment of individual and business unit goals and customer service. Degree to which incumbent seeks additional responsibility and personal growth, establishes own standards of excellence, presents a results orientation, and displays a sense of responsibility.
2. **Job Knowledge** - Understanding of job-related requirements, techniques, methods and procedures. Degree to which incumbent demonstrates training and experience. Extent to which employee improves skills by keeping abreast of changes in techniques and related developments.
3. **Productivity** - Personal efforts toward quality and quantity of work performed. Consider the amount of work, accuracy of results, thoroughness, use of time, amount of supervision required, errors, and completeness.
4. **Attendance** - Evaluate availability for work. Degree to which employee displays responsibility to be at work as scheduled. Evaluate causes of absences as well as frequency and severity.
5. **Communication/Interaction Skills** - Ability to communicate effectively with others as required and the quality of day to day communication interaction required with other employees and the general public.
6. **Safety Commitment** - Extent to which employee works safely and observes safety rules, regulations and practices, and shows interest and concern for Airport Authority's commitment to a safe and clean working environment for all employees.
7. **Quality Commitment** - Extent to which an employee is committed to pursuit of excellence in all aspects of position responsibilities including: service and commitment to customers, support of Airport Authority's goals and customer service, objectives, policies, procedures, practices, and training.