



## HUMAN RESOURCES DEPARTMENT

City of Burlington  
174 South Winooski Ave Burlington VT 05401

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### MARKETING ASSISTANT BURLINGTON INTERNATIONAL AIRPORT POSTING EXTENDED

**POSITIONS AVAILABLE: 1**

**POSTING DATE: June 6, 2014**

**RATE OF PAY: \$18.93/hour**

**DEADLINE TO APPLY: June 20, 2014**

**POSITION STATUS: Regular Full Time**

**EXEMPT/NON-EXEMPT: Non-Exempt**

**CLASSIFICATION: Grade 14, NONUNION**

**APPLICATIONS CANNOT BE ACCEPTED AFTER THE DEADLINE DATE**

The Marketing Assistant is responsible for executing promotional program for the Airport including advertising and marketing. Management of airport customer service programs including lost & found, lease management, and tenant negotiations.

#### **Essential Functions:**

- Assists airport director, assistant director, staff, and consultants to develop annual marketing program detailing objectives, strategies, programs and budgets.
- Compile market research as it relates to air service, passenger demographics and other related topics.
- Assist with sponsorship opportunities for local, regional and national companies and organizations; assist with other revenue raising programs and opportunities.
- Manage all airport customer service programs.
- Manage Airport lease program and tenant negotiations.
- Participate in activities of the industry which increase the incumbent's knowledge of new theory or developments in marketing an airport.
- Provide media, community, other City Departments, etc. with information on all airport events.
- Design, layout and production of a variety of printed promotional material for the airport
- Coordinate graphic design work with contracted graphic designers and printers for the production of a variety of printed promotional materials.
- Coordinate and compile weekly Airport newsletters
- Manage website and social media sites.
- Regularly uses social media to promote the Marketplace and its Marketing activities.
- Supervise and train student interns as required.
- Represent the airport at city and community events and meetings as required.
- Maintain contact with all news media and advertising representatives as needed.

#### **Qualifications/Basic Job Requirements:**

- Bachelor's Degree in Marketing, Business or related degree and two years experience in marketing, Business and/or public relations required.
- Knowledge of Aviation industry preferred.
- Knowledge of leases and contracts preferred.
- Strong computer and graphic design skills.
- Ability to work evenings, weekends and holidays as required.
- Ability to multi-task and work in a fast paced, high pressure environment.
- Strong interpersonal skills required.
- Excellent written and oral skills and organizational skills required.
- Ability to work closely with co-workers in a small office, often under pressure.
- Ability to provide guidance to student interns.
- Ability to creatively problem solve.

The City of Burlington does not discriminate on the basis of race, color, national origin, sex, sexual orientation, religion, age or disability in employment or the provision of services. Submit CITY OF BURLINGTON APPLICATION, cover letter and resume by, to: Human Resources Department, 179 S Winooski Ave, Burlington, VT 05401. Available in alternative formats for persons with disabilities. For disability access information, or to request an application, contact Human Resources at 865-7145 or 865-7142 (TTY). [www.hrjobs.ci.burlington.vt.us](http://www.hrjobs.ci.burlington.vt.us)

**WOMEN, MINORITIES AND PERSONS WITH DISABILITIES ARE HIGHLY ENCOURAGED TO APPLY. EOE.**