

MARKETING & AIR SERVICE MANAGER

The England Economic and Industrial Development District has an opening for the exciting new position of Marketing and Air Service Manager for Alexandria International Airport (AEX). This position, located at the England Airpark in Alexandria, LA, is a great opportunity to play a crucial role on an experienced team committed to improving our community and services.

The **Marketing & Air Service Manager** position is responsible for researching and communicating detailed industry data to various stakeholders to achieve strategic organization goals. The ideal candidate should have air service experience combined with verifiable experience analyzing and presenting complex solutions. The position requires the candidate to possess and maintain professional marketing and sales abilities that can enhance industry relationships, creating opportunities to continually deliver critical information.

Some of the Duties include:

- Manages the development, implementation, and delivery of marketing efforts designed to increase utilization of the Alexandria International Airport and surrounding airpark.
- Develops and coordinates presentations to airline officials, executives, various travel groups, government organizations, and airline reservation entities.
- Perform air service route analysis to discover opportunities and trends for increasing air service.
- Routinely meets and communicates with corporate airlines officials to market Air Services.
- Maintains the organization's positive relationships with air service partners, airlines, and contractors.
- Manages and executes various public relations efforts, including media relations and advertising programs for radio, television, billboards and newspapers.
- Designs and coordinates organization involvement in community and industry events.
- Various special projects and any other related duties as assigned or requested.

Qualifications:

- Minimum of five (5) years' experience in aviation marketing or brand management.
- Minimum of five (5) years' experience obtaining meetings and delivering presentations.
- Bachelor's degree in business administration, marketing, communications, or related field.
- Driver's license and ability to successfully complete applicable criminal background checks

The England Economic and Industrial Development District is an independent political subdivision of the State of Louisiana. England Airpark is composed of 3600 acres which includes Alexandria International Airport (AEX). A mixed-use development, England Airpark has over 300 units of residential housing and 1.5 million square feet of commercial space. Aviation, transportation, manufacturing, education and health care opportunities exist on site.

We are an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

The position is scheduled to be open until September 13, 2024. For assistance in the application process, please call 318 -427-6406 or email: HR@englandairpark.org