



**JOB OPPORTUNITY
MARKETING AND COMMUNICATIONS COORDINATOR
UNCLASSIFIED**

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Open To: The Public

Location: Bradley International Airport - Windsor Locks, CT

Job Posting No: CAA1403

Hours: Monday to Friday 40 hour schedule 8:30 am – 5:00 pm with after hours required

Salary: Position Grade Range \$73,482 - \$110,223

Closing Date: December 31, 2014

Summary of Position: As a member of the Connecticut Airport Authority management team, the Marketing and Communications Coordinator provides services in support of marketing, communications, and public relations activities for the Connecticut Airport Authority.

Knowledge, Skills and Abilities (Required Qualifications):

To perform this job satisfactorily, an individual must be able to perform each essential duty satisfactorily and independently. The requirements listed are representative, but not necessarily all-inclusive of the knowledge, skills, and/or ability required to successfully perform the duties of this position.

- Considerable interpersonal skills and the ability to interact with and coordinate with airport partners including airlines, consultants and contractors, tenants, lessees, businesses, State, federal, regional and local officials and other departments within the CAA .
- Knowledge of relevant State and federal laws, statutes and regulations.
- Must have the ability to work under pressure and think creatively.
- Considerable knowledge of and ability to apply management principles and techniques.
- Excellent oral and written communications skills, able to work well with others.
- Ability to multi-task effectively and work in a fast paced environment.
- Must have the ability to receive, interpret and handle complex instructions.
- Must have exceptional administrative skills, and have the ability to maintain confidentiality in the performance of job responsibilities.
- The position also requires a thorough knowledge of the principles and practice of business, advertising and marketing.
- Must possess the ability to review processes and recommend changes when needed.
- Must have demonstrated excellent research skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to the following:

- Assists in the development and execution of marketing and advertising campaigns for such areas as air service, ground transportation, parking and concessions.
- Manages media and marketing initiatives with the Authority's external PR agency.
- Ensures effectiveness of all marketing communications including the website, print communications and advertising.
- Develops press releases, newsletters and other print media in relation to airport initiatives.
- Plans and implements promotional campaigns.
- Serves as the Authority's liaison for the Bradley Ambassador program.
- Plans and coordinates customer service initiatives for the Authority.
- Serves as Public Information Officer for the Authority. Initial contact for media inquiries, providing twenty four hour availability.
- Coordinates media interest in the Authority and ensures regular contact with target media and appropriate response to media requests.
- Directs and coordinates special projects as assigned by the Director of Administration.

General Experience:

- An Associate Degree or higher (preferred) from an accredited college or university

- 7 -10 years of experience in a similar marketing, communications, public relations position in a fast-paced environment including handling complex assignments independently. Airport/aviation related marketing initiatives, transactions and programs strongly preferred.
- Working knowledge of local, state and federal agencies is preferred.
- Experience in handling and maintaining confidential and sensitive information.
- Proficient in Microsoft Applications.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Walking throughout the terminal to visit tenants, concessions and other business partners.
- Prolonged sitting and viewing a computer monitor.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Climate controlled office environment at the State's largest commercial airport.
- Airport proper is a busy public thoroughfare at which high levels of security are maintained.

Character Requirement: An individual serving in this position must be able to successfully undergo a thorough background and security screening, including being fingerprinted, pre-employment drug screening if applicable and maintain required security clearance during the duration of employment.

Application Instructions: Interested and qualified candidates who meet the above requirements should submit a CAA Employment Application located on this page:

<http://www.ctairports.org/ContactUs>, a letter of interest and a resume to the address below. **State of Connecticut employees** should also submit the previous 2 service ratings and previous 12 months' attendance history.

Ron Frost

The Connecticut Airport Authority

Bradley International Airport

Administration Offices, Terminal A, 3rd Floor

Windsor Locks, CT 06096

THE CAA IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER