**The Melbourne Airport Authority Invites Applications for
 Manager of Marketing**

The Melbourne Airport Authority is seeking a Manager of Marketing to be responsible for creating, managing and delivering all marketing, branding, advertising and promotional activities in support of the Melbourne Orlando International Airport (MLB). In addition to being highly responsible, it is also a highly visible position, representing MLB to local, state and federal agencies as well as community partners such as tourism organizations. The Manager works under the direction of the Assistant Director of Business Development, and supports and collaborates with the Public Information Officer, supporting media relations and community affairs activities, crisis communication, grant writing, and ongoing and special events.

The Manager administers airport marketing and advertising activities including social media, digital signage, email, print, TV and radio marketing. He or she creates website content including blogs, updates and site design. The Manager coordinates marketing activities with advertising partners and media buyers. He or she manages the Airport Ambassador program, including work scheduling, flight coverage and development of programs, providing guidance and developing training activities. The Manager helps develop and manage the departmental budget and designs, orders and maintains an inventory of marketing materials such promotional items, stationery and business cards.

**The ideal candidate will have:**

The Manager of Marketing will have a 4-year degree in marketing, communications and/or public relations and 3 years’ experience in marketing, communications or community relations, preferably in an airport environment. A combination of experience and education may be accepted. The Ideal Candidate will have crisis management experience and excellent communication skills, both oral and writing. He or she will have knowledge of the principles and practices of design and marketing as related to public information, community outreach, and customer relations programs. The Manager will have knowledge of industry (aviation, public affairs, marketing) trends and media practices. He or she will be an effective public speaker and be able to earn public support for Airport policies and activities. The Manager will have the ability to establish and maintain effective working relationships, both internal and external, and to work cooperatively with Airport employees. He or she will be able to quickly learn Airport Authority policies and procedures, as well as Federal, state and local rules, policies, regulations and laws impacting Airport operations, and be able to explain those regulations and laws to others. Knowledge of the principles and practices of public administration, including budgeting and the function(s) of public boards will be helpful.

**Salary and Benefits**

The salary range for this position is $51,631 - $85,708. A starting salary above the mid-point is achievable for the exceptional candidate and will be dependent upon experience. MLB offers an attractive benefits package and will assist with relocation costs. For instructions on how to apply, please [**click here**](https://adkexecutivesearch.com/wp-content/uploads/2022/08/MLB-Manager-of-Marketing.pdf) to see the recruitment brochure, or visit the searches tab at [www.adkexecutivesearch.com](http://www.adkexecutivesearch.com).

**Posting closes October 2, 2022.**