

**TOMPKINS COUNTY CIVIL SERVICE
EXAMINATION
Inclusion Through Diversity**

OPEN TO THE PUBLIC

**Tompkins County Department of Human Resources Office
125 E. Court Street
Ithaca, NY 14850
(607) 274-5526**

Tompkins County is an Equal Opportunity/Affirmative Action employer. Minorities and women are encouraged to apply

TITLE: Marketing and Air Service Development Administrator

EXAM NO: 85307

SALARY: \$34.00/ hr- Tompkins County 2023 Hire Rate

LOCATION: Airport

TYPE OF EMPLOYMENT: Full Time

EXAM DATE: 11/04/23

ISSUE DATE: 09/06/23

THE FINAL DATE TO FILE APPLICATIONS: 09/21/23

DATE THAT THIS ANNOUNCEMENT SHOULD BE REMOVED FROM POSTING: 11/05/23

RESIDENCY: Candidates must have been legal residents of Tompkins County or one of the six adjoining counties (Cayuga, Chemung, Cortland, Schuyler, Seneca, Tioga) for at least one month immediately preceding the date of application and maintain residency. For Examinations: The eligible list resulting from the examination will be established in accordance with the final earned numerical ratings of passing candidates regardless of residence. A municipality or district may exercise its right under section 23-4-a. of Civil Service Law to request a certification of eligible candidates who have been residents of that municipality or district for at least one month prior to appointment. After the names of residents have been exhausted, Tompkins County must then certify the names of non-residents on the list.

THE USE OF A QUIET HAND HELD CALCULATOR WILL BE ALLOWED FOR THIS EXAMINATION.

LOCATION OF POSITIONS/VACANCIES:

There is currently one vacancy in the title of Marketing and Air Service Development Administrator. The eligible list resulting from this examination may be used to fill any appropriate full-time, part-time, and/or temporary vacancies that may occur during the life of the eligible list.

MINIMUM QUALIFICATIONS:

- (a) Graduation from a regionally accredited or New York State registered four-year college or university with bachelor's degree **AND** three (3) years of full-time paid (or the equivalent part-time) experience in business management, communications, marketing, or related field; **OR**
- (b) Graduation from a regionally accredited or New York State registered college with an associate degree **AND** five (5) years of full-time paid (or the equivalent part-time) experience in a business management, communications, marketing, or related field;
OR

(c) Graduation from high school or possession of a high school equivalency diploma **AND** seven (7) years of full-time paid (or the equivalent part-time) experience in business management, airline management, airport marketing, communications, marketing, or related field; **OR**

(d) Any combination of training and experience equal to or greater than that described in (a) and (b) and (c) above.

SPECIAL REQUIREMENTS:

Must successfully complete all required Fingerprint-based Criminal History Records Checks and employment background checks.

NOTE: Preference in appointment may be given to individuals with airport or airline marketing experience.

DISTINGUISHING FEATURES OF THE CLASS:

The Marketing and Service Development Administrator at the Ithaca Tompkins International Airport is a professional management level position that is responsible for the marketing program, specifically related to the promotion of airport services. An employee in this role will maintain regular communications within the public through media planning, paid media, website, newsletter, social media, and other forms of communication. As the airport's ambassador, an employee in this title will exercise oversight of the airport's concession vendors to ensure adherence to the airport's marketing strategy and overall brand. This position will report directly to the Airport Director and will act with a great deal of independent judgement.

Internal contacts are with all employees and tenants of the Airport and require professional collaboration on overlapping projects and issues that impact the Airport. External contacts are with other professionals and/or liaisons with other departments and involve administration. The work is performed under the general direction of the Airport Director and Airport Deputy Director in accordance with established policies and procedures, with support from the Tompkins County Communications Director. The employee enjoys a high level of autonomy and independent judgment when carrying out the work. The employee will also assist with coordinating some fiscal and operating functions of the department. The position acts as a liaison with a variety of other departments and agencies. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

- Creation and implementation of the Strategic Marketing Plan for the Ithaca Tompkins International Airport aimed at fostering expanded use and increased public awareness of the services offered.
- Create advertising and promotion programs and placement of advertising media.
- Manage the Airport's web page and social media efforts including content development, regular updates, site management, strategies to stimulate new traffic, and timely responses to customer inquiries.
- Coordinate the airport's marketing and communications programs to include informational and community relations materials, news releases, public notices, articles, brochures, social media, website, and correspondence as necessary.
- Creatively work and develop concepts and design of print and electronic communications and advertising materials including, but not limited to, billboards, print media, online advertising, and website maintenance.
- Create and compose copy for radio advertising, advertising slogans and other advertising media.
- Assists Airport Administration in maintaining partnerships with the Convention and Visitors Bureau, Economic Development agencies, travel agents, meeting planners, educational institutions, tour operators, hotel/motel operators, hospitality industry and other groups as directed.
- Represent the Airport at regional or marketing events.
- Produce a comprehensive air service marketing plan to position the Airport to the local community.

- Analyze market factors including market segmentation, identification of key customer populations, prioritizing promotional tactics, developing customer messaging, supervising creative development and promotional deployment.
- Test market and modify marketing tactics as necessary to maximize air service viability and utilization.

- Read passenger forecasts and revenue targets, coordinate market surveys, adjust service offerings with partner airlines as possible, and change the promotional mix as needed.
 - Work with airport tenants to cross promote.
 - Assist Airport Director & Deputy Director with day-to-day administrative functions of the airport (including, but not limited to resolutions, contracts, financial documentation, minutes, etc.).
 - Assists with business development, data, research, and reports in relation to adding additional air service.
 - Good knowledge of the role of the FAA in the overall functioning of an airport relating to the policies on air service development, airline incentives that can be offered, etc.
 - Create, post, & monitor content on Facebook, Twitter, Instagram, LinkedIn, YouTube, Snap, Tik-tok, etc.
 - Develop and implement a monthly social media content calendar and multiple promotional campaigns
 - Creation and fulfillment of social media contests
 - Write and send customer newsletters.
 - Write and send community and tenant updates.
 - Plan and manage events, press conferences, ribbon cuttings, open houses, customer appreciation days, groundbreakings, media tours, and networking events
 - Strong computer skills
 - Manage and coordinate with various advertisers and vendors to gather information for the purpose of developing effective marketing strategies within budget; work with advertising firms and vendors to ensure deadlines are met and invoicing is accurate and negotiate make-goods as necessary; monitor expenditures.
 - Implementation of overall external communications strategies for the Airport including public relations programs and events aimed at maintaining and enhancing the positive image of the Airport.
- Assist in coordination of media participation in airport events.
 - Skillfully communicate as a member of the Crisis Communication Team in the event of an airport emergency.
 - May be required to accept special assignments during an airport emergency.
- Develop a media asset plan, management, and curation. New inclusive photographic and video media shall be created for use in website, marketing, and promotional uses in conjunction with the Tompkins County Communication Director and Media Production Assistant. Works to increase and promote air service and development of new and continued service.
 - Considerable experience in report research, preparation, and presentation.
 - Must exhibit strong interpersonal skills, including courteous, respectful demeanor, tact/diplomacy, awareness of others, and commitment to building relationships and working with diverse internal and external groups.
 - Motivated, curious, creative, innovative, and productive communicator
 - Must possess strong written and verbal communication skills and the ability to write and present reports and speeches. Including the ability to represent the Airport to the community (public relations skills)
 - Must exhibit strong judgment and decision-making skills.
 - Must present a sense of urgency to organize and prioritize work for Airport's benefit.
 - Produce a list of metrics that can be used to evaluate the overall reach and effectiveness of marketing campaigns, promotions, and social media outreach. Metric must be quantitative rather than subjective in nature. Provide detailed annual performance summary for Airport Administration and the County to review.
 - May supervise program components including liaison activities with other departments and agencies, providing information to the public, and interacting directly with customers, tenants, and airport staff.
 - May prepare funding proposals or state aid budgets and reimbursement reports.
 - Oversees the preparation of or provides a variety of accounting, statistical, and narrative reports as required.
 - Serves as support staff to select committees, advisory boards, and councils associated with the work of the agency for specific programs administered by the department in conjunction with other agencies.
 - Assists in developing and monitoring contracts and service agreements.
 - Other duties as assigned.
 - Develop and maintain a terminal advertising business plan that includes sales goals and strategies designed to maximize airport revenue.
 - Network within the ITH Airport community to promote the advertising opportunities in the airport terminal advertising program.
 - Manage and coordinate with various advertisers and vendors to gather information for the purpose of developing effective marketing strategies within budget; work with advertising firms and vendors to ensure deadlines are met and invoicing is accurate and negotiate make-goods as necessary; monitor expenditures.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Thorough knowledge of office terminology, procedures, and equipment.
 - Thorough knowledge of business arithmetic and English.
 - Thorough knowledge of the organization, functions, laws, policies, and regulations of the agency to which assigned.
 - Ability to read and understand contract documents.
 - Ability to plan and supervise the work of others.
 - Ability to keep records and prepare detailed reports.
 - Ability to communicate effectively both verbal and written.
 - Ability to work efficiently with other County departments, contractors, consultants, and airport tenants.
 - Ability to handle routine administrative details independently, including the composition of letters and memoranda.
 - Ability to understand and carry out complex oral and written instructions.
 - Ability to establish and maintain cooperative relations with the public and other governmental and private agencies.
 - Ability to perform close detailed work involving considerable visual effort and strain.
-
- Ability to professionally represent airport in a variety of settings.
 - Ability to establish and maintain effective working relationships with management, contractors, vendors, concessionaires, community organizations, and inter-departmental colleagues.
 - Ability to multitask in a fast-paced environment with strong organization skills
 - Ability to work a flexible schedule and attend evening or weekend events, with an occasional need to travel.
 - Comprehensive knowledge of software applications to include spreadsheets, word processing, graphic design, web page development and maintenance, and database development and management.
 - Ability to define problems and resolve them quickly with strong attention to detail.
 - Sound judgment, initiative, and resourcefulness.
 - Tact and courtesy.
 - Good judgment in solving complex clerical and administrative problems.
 - The employee's physical and mental condition shall be commensurate with the demands of the position, either with or without reasonable accommodations.
 - The incumbent must be able to work both independently and as a member the airport team and position requires superb organizational skills.

PHYSICAL, MENTAL AND ENVIRONMENTAL DEMANDS:

Physical:

The employee must be able to sit for extended periods of time within a standard eight-hour workday. Other types of physical effort are moderate to lift boxes of office supplies and paper goods up to twenty pounds. The incumbent's visual acuity must be sufficient to enable them to see and accurately work with information on a computer screen. As a result, this job requires extensive/extreme visual effort as the incumbent must have extensive extension to detail, contracts, resolutions, email correspondence with customers, clients, and other agencies, and ensure all work is accurate.

The employee's hearing must be sufficiently acute to enable him or her to hear, understand and carry out verbal instructions. The employee must have the physical ability to manipulate a computer keyboard and other types of office equipment. These fine motor skills include adequate hand/eye coordination and the full use of fingers, hands, and arms to perform the essential functions of this job.

Environmental:

Environmental factors include the ability to work closely and cooperatively in close physical proximity with others. He or she may occasionally be required to work alone. Almost all work is performed indoors in a temperature-controlled environment, so excessive heat, cold, humidity, noise, etc., are not factors that are significant to this job. The employee may at times be asked to drive to get to remote locations, or otherwise demonstrate the ability to meet the limited transportation requirements of this job.

Originally Created 12/14/2022

Complete Scope of the examination and Expanded subtest descriptions:

Overseeing community promotion, cultural or special events programs and facilities

These questions test for the ability to plan, organize, and market programs and events. Questions may cover such topics as publicizing activities, supervising volunteers and other workers, and promoting visitor satisfaction and safety.

Educating and interacting with the public

These questions test for knowledge of techniques used to interact effectively with individuals and/or community groups, to educate or inform them about topics of concern, to publicize or clarify agency programs or policies, to negotiate conflicts or resolve complaints, and to represent one's agency or program in a manner in keeping with good public relations practices. Questions may also cover interacting with others in cooperative efforts of public outreach or service.

Marketing

These questions test for knowledge of principles and practices of marketing, particularly as related to promoting a product or service. Topics may include marketing and promoting various resources through specific programs, determining targeted groups of interest through research and data analysis, planning and implementing a marketing program, and measuring the effectiveness of the marketing effort.

Preparing written material

These questions test for the ability to present information clearly and accurately, and to organize paragraphs logically and comprehensibly. For some questions, you will be given information in two or three sentences followed by four restatements of the information. You must then choose the best version. For other questions, you will be given paragraphs with their sentences out of order. You must then choose, from four suggestions, the best order for the sentences.

Test guide:

The New York State Department of Civil Service has not prepared a test guide for this examination. However, candidates may find information in the publication 'General Guide to Written Tests' helpful in preparing for this test. This publication is available on line at: <https://www.cs.ny.gov/testing/testguides.cfm>.

FURTHER INFORMATION AND INSTRUCTIONS

Falsification of any part of the "Application for Employment" will result in disqualification.

Accepted candidates will be notified when and where to appear for the examination. If you do not receive your notice to appear at least three days before the date of the written examination, call Tompkins County Department of Human Resources at 274-5526. If an application is disapproved, due notice will be sent. This department does not make formal acknowledgment of the receipt of an application or take responsibility for non-delivery or postal delay.

Applicants must answer every question on the application form and make sure that the application is complete in all respects. Incomplete applications will be disapproved.

ACTIVE MILITARY PERSONNEL, VETERANS OR DISABLED VETERANS desiring to claim additional credit will request the Veterans Credits application form, at any time between the date of application for examination(s) and the date of the establishment of the resulting eligible list. You must meet the requirements set by NYS for these credits and they may be used only once. **YOU MAY NOT CLAIM ADDITIONAL CREDITS AFTER THE ELIGIBLE LIST HAS BEEN ESTABLISHED. IT IS THE CANDIDATE'S RESPONSIBILITY TO REQUEST THE VETERANS CREDIT APPLICATION FORMS AND TO SUBMIT THESE FORMS AND ANY SUPPORTING PAPERWORK BEFORE THE ELIGIBLE LIST IS ESTABLISHED.**

Tompkins County's written examinations are prepared and rated by the New York State Department of Civil Service in accordance with Section 23-2 of Civil Service Law. The provisions of the New York State Civil Service Rules and Regulations, which deal with the rating and review of the examinations apply.

The duration of the eligible lists may be fixed for a minimum of one and a maximum of four years and may be extended beyond four years if there has been a restriction against the filling of vacancies in that title.

The candidates must complete a separate "Application for Employment" for each open-competitive and/or promotional examination that the candidate is eligible to take.

All experience required meeting the acceptable training and experience is full-time experience. (Part-time experience will be credited on a prorated basis).

Appointment from an eligible list must be made from the top three candidates willing to accept the appointment.

Tompkins County is an Equal Opportunity Employer. As part of its efforts to provide employment opportunities to the physically handicapped, Tompkins County Civil Service has adopted a rule permitting the employment of qualified physically handicapped persons without competitive examination (pursuant to Section 55 of Civil Service Law). If you meet the minimum qualifications for this position and wish to know more about this rule, please contact the Tompkins County Department of Human Resources Office.

Unless otherwise notified, candidates are permitted to use quiet, hand-held, and solar or battery powered calculators. Devices with Typewriter Keyboards, Spell Checkers, Personal Digital Assistants, Address Books, Language Translators, Dictionaries or any similar devices are prohibited. You may not bring books or other reference materials.

CROSS-FILING - APPLYING FOR CIVIL SERVICE EXAMINATIONS IN MULTIPLE JURISDICTIONS WHEN EXAMINATIONS ARE SCHEDULED ON THE SAME DATE: When applying for examinations across multiple jurisdictions - all of which are scheduled on the same day - you must submit a Tompkins County Cross-Filing Form. This form must be submitted no later than 4:30 PM on the final filing date of the examination. On this form, list each examination that you are taking and then tell us where you would like to sit. The purpose is to ensure that all of the test materials for the various examinations that you are taking will be available in one location. If you do not provide the cross-filing form to us by the final filing date, we cannot ensure that we can accommodate your desire to cross-file. If any of the examinations are State level examinations, you must sit at the State test center. You will still need to complete the Tompkins County cross-filing form. If sitting at the State site, the State will notify you of when and where to report for your examination(s) and you should bring all admittance letters to the State site. If you are not taking a State examination, bring all admittance letters to your chosen testing site. If you have any question please call Tompkins County Department of Human Resources Department (607) 274-5526. The Cross File form is located at <http://www.tompkins-co.org/personnel/CivilSrvForms/index.html>

FOR RELIGIOUS ACCOMMODATION AND HANDICAPPED PERSONS: If special arrangements for testing are required, please indicate this on your application.

ALL CANDIDATES FOR EMPLOYMENT FOR POSITIONS IN SCHOOL DISTRICTS AND BOCES GOVERNED BY TOMPKINS COUNTY CIVIL SERVICE MAY HAVE THE FOLLOWING SPECIAL REQUIREMENT. PER CHAPTER 180 OF THE LAWS OF 2000, AND BY REGULATIONS OF THE COMMISSIONER OF EDUCATION, TO BE EMPLOYED IN A POSITION DESIGNATED BY A SCHOOL DISTRICT OR BOCES AS INVOLVING DIRECT CONTACT WITH STUDENTS, A CLEARANCE FOR EMPLOYMENT FROM THE STATE EDUCATION DEPARTMENT IS REQUIRED.

In conformance with Section 85-a of the Civil Service Law, children of firefighters and police officers killed in the line of duties shall be entitled to receive an additional ten points in a competitive examination for original appointment in the same municipality in which his or her parent has served. If you are qualified to participate in this examination and are a child of firefighter or police officer killed in the line of duties in this municipality, please inform this office of this matter when you submit your application for examination. A candidate claiming such credit has a minimum of two months from the application deadline to provide the necessary documentation to verify additional credit eligibility. However, no credit may be added after the eligible list has been established.â

BACKGROUND INVESTIGATION: Applicants may be required to undergo a State and national criminal history background investigation, which will include a fingerprint check, to determine suitability for appointment. Failure to meet the standards for the background investigation may result in disqualification.

TOMPKINS COUNTY PERSONNEL DEPARTMENT, 125 EAST COURT STREET, ITHACA, NY 14850