

<b>44Job Title:</b> Chief Commercial Officer	<b>Department:</b> Commercial Development
<b>Reports To:</b> Chief Executive Officer	<b>FLSA Status:</b> Exempt
<b>Functional Supervision:</b> Director of Commercial Development	

**NATURE AND SCOPE OF POSITION**

The Chief Commercial Officer is responsible for developing the strategy and direction in the areas of marketing, customer service, commercial development, concessions, and property management for JMAA at its Jackson Medgar Wiley Evers and Hawkins Field Airports. This position guides and contributes to the formulation and execution of the airport’s communications plan, public information and community programs, and non-aviation revenue programs. As a key member of the organization's executive leadership team, the CCO ensures the integrated commercial success of the organization.

**PRIMARY QUALIFICATIONS**

Education:	<ul style="list-style-type: none"> <li>Bachelor’s Degree in business administration, public administration, marketing, aviation management, economic development, urban planning, or related field is required. Master’s Degree (preferred)</li> </ul>
Work Experience:	<ul style="list-style-type: none"> <li>Eight years of experience, including three years in a leadership role, managing staff, budgets, and senior-level strategy development and execution is required.</li> <li>Five years of experience in economic development, marketing, business development, or communications is required.</li> </ul>
Certifications / Licenses:	<ul style="list-style-type: none"> <li>Accredited Airport Executive (AAE), Certified Member (CM), Airport Certified Employee (ACE), or similar certifications are preferred.</li> </ul>
Other Considerations:	<ul style="list-style-type: none"> <li>Must possess a valid Mississippi State driver’s license.</li> <li>Must be able to pass a background check and maintain security clearance.</li> <li>May be required to work overtime and weekends.</li> <li>May be required to travel to different locations, including out of state locations on occasion.</li> </ul>

**JOB FUNCTIONS**

**Essential:**

- Directs the air service development function, to include development and implementation of a comprehensive market development strategy designed to identify and integrate new business opportunities with JMAA's daily operations.
- Identifies opportunities and enhancements to existing revenue-generating programs.
- Collaborates with Finance to develop revenue generation goals for each fiscal year.
- Prepares comprehensive market assessments and cost-benefit analyses in support of identified initiatives.
- Monitors the effectiveness of employee development plans.
- Serves as the principal spokesperson and JMAA representative in negotiations for market development, revenue programs, public relations functions, and initiatives. Establishes strong professional relationships in the internal and external communities and serves as an articulate spokesperson and representative of the airport and its workforce with airlines and other tenants.
- Directs the development of JMAA's customer service standards. Implements program elements and establishes performance matrixes and assessment tools to monitors the effectiveness of the program.
- Plans and directs the properties management functions to include: development of tenant operating standards, operating permits, lease management, concessions agreements, and other service and revenue programs.
- Oversees art installations, removals, and performances.
- Coordinates with Director of IT and other leadership as needed on Airport web site development, revisions, and other projects.

**Other Duties:**

- Represents the organization, both internally and externally, by supporting the strategic direction, strategic priorities, objectives, vision, mission, and values of JMAA.

**JOB FUNCTIONS**

- Provides courteous and prompt service to all internal and external parties. Prioritizes and addresses requests and assignments in a professional and cooperative manner.
- Identifies opportunities and recommends methods to improve service, work processes and financial performance (e.g., procedure optimization). Assists in the implementation of quality improvement initiatives.
- Assists co-workers in the completion of tasks and assignments to ensure continuity of service. Actively supports teamwork throughout the organization.
- Performs other services as assigned.

**AMERICANS WITH DISABILITY SPECIFICATIONS**

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to perform the essential functions of the job successfully with or without reasonable accommodations. While performing the duties of this job, the employee is regularly required to talk, hear, and listen. Specific vision abilities required by the job include close vision and the ability to focus. Tasks may involve sitting, operating a computer, and performing duties for extended periods of time.

**Work Environment:** Work environment characteristics described here are representative of those that must be met by an employee to perform the essential functions of this job successfully with or without reasonable accommodations. Generally, the work environment is considered to be that of a typical business/office operation. This position may visit areas outside resulting in exposure to environmental elements. The noise level in the work environment is usually moderate but may be louder in outside areas.

**COMPETENCIES**

To perform the job successfully, an individual should demonstrate the following competencies to perform the essential functions of this job. The below competencies include but are not limited to:

- **Business Acumen:** Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, and information affecting his/her business and organization; knows the competition; is aware of how strategies and tactics work in the marketplace.
- **Communication:** Communicates effectively and appropriately. Uses good judgment as to what to communicate to whom as well as the best way to get that accomplished. Speaks in a clear and credible manner, selecting the right tone for the situation and audience. Listens to others and allows them to make their point. Maintains confidentiality of information.
- **Delegating:** Efficiently delegates tasks so that organizational goals are met within established timelines; makes delegation decisions that take into account the size of the task, whether an employee has the necessary background and skills to complete the task, and the sensitivity and importance of the task; and monitors accomplishment of delegated tasks and provides constructive, timely feedback.
- **Ethical Practice:** Maintains confidentiality of sensitive and privileged information. Performs duties with professionalism, honesty, and integrity. Conforms to the highest moral and ethical standards. Ensures fair and transparent interactions with internal and external customers. Acts in accordance with all governance systems, rules, and regulations.
- **Financial Management:** Understands the processes by which financial resources are identified, obtained, allocated, managed and accounted for. Makes sound financial decisions after having analyzed their impact on the organization and operations within the scope of fiscal responsibilities. Monitors the use of organization financial resources and budgets by employees, suppliers, partners or others. Knows the internal and external factors that impact financial resource availability. Ensures compliance with legislation, policies and practices applicable to the appropriate and effective use of financial resources.
- **Negotiating:** Can negotiate skillfully in tough situations with both internal and external groups; can settle differences with minimum noise; can win concessions without damaging relationships; can be both direct and forceful as well as diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing.

**COMPETENCIES**

- **Preparing and Evaluating Budgets:** Prepares budget justifications and proposals that reflect the needs of the office; studies all relevant budget materials and anticipate future needs by gathering data on forthcoming plans; and ensures that budget proposals incorporate all elements that are thorough and accurate and receives management acceptance with little or no questioning.
- **Strategic Thinking and Organization Vision:** Develops a strategy to achieve organization goals and vision for the future of the department; understands organizational strengths and weaknesses and able to identify fundamental values and beliefs to guide the department into the future; analyzes market, competition including external threats and opportunities; and demonstrate commitment in the vision to inspire others.

**NOTE:** This job description is a summary of the primary duties and responsibilities of the position. It is not intended to be a comprehensive listing of all duties and responsibilities. The organization reserves the right to change this description at its discretion.

This job description was approved on: **November 24, 2020 by Dr. Nycole Campbell-Lewis.**

**SIGNATURES:**

Employee	Date
Supervisor	Date