

|                   |                                |                     |             |               |
|-------------------|--------------------------------|---------------------|-------------|---------------|
| <i>Job Title</i>  | Director, Business Development | <i>Job Code</i>     | <i>FLSA</i> | <i>Exempt</i> |
| <i>Job Family</i> | Executive                      | <i>Grade</i>        |             |               |
| <i>Department</i> | Business Development           | <i>Created Date</i> | 9-13-2016   |               |
| <i>Reports to</i> | Chief Executive Officer        | <i>Revised Date</i> | 8/17/17     |               |

## **JOB SUMMARY**

Under the direction of the Chief Executive Officer, the Director, Business Development represents the airports' interests with business, industry, and property developers to enhance JMAA's overall business profile, including air service, property development/management, concessions, and advertising programs. Work involves representing the airport and coordinating with various Economic Development partners to identify and to attract additional diverse air services, airport based businesses and industries.

In addition, he/she will act as the Airport's lead contact and advisor to business and organizations, working with them to identify factors needed to improve the attractiveness of the airports, and coordinate with public and private entities to establish conditions to meet these needs. The Director of Business Development participates in various public and private economic development activities including, but not limited to: conceptual program design, development of implementation strategies and schedules, solicitations of public and private developers, economic development planning, budget preparation and inter-governmental coordination, and public information. Responsibilities further involve making recommendations on land use, zoning, and other public or private improvements and utilities which contribute to potential business development.

The incumbent will manage all matters related to property and facility development, utilization, services, marketing and general compliance with related JMAA agreements, Policies and Procedures. Additionally, he/she is responsible for planning and implementing marketing strategies for business development initiatives, as well as, measuring the effectiveness of said marketing, and advertising, strategies.

## **ESSENTIAL DUTIES & RESPONSIBILITIES**

### **Economic Development:**

- Acts as the airports' lead contact and expeditor for business attraction;
- Works with businesses and industry to identify factors and resolve issues necessary to improve the attractiveness of the airports;
- Participates in long range planning and recommending goals for a unified economic development attraction program;
- Generates and manages a portfolio of direct corporate business lead and prospects;
- Evaluates programs which would couple the immediately available resources of the area with potential business and industrial development;
- Contacts businesses and industrial firms to promote the advantages of the Airports as locations for immediate or future development;
- Solicits development proposals from public organizations and private development companies, businesses and industrial organizations and analyzes the feasibility of these projects;
- Develops strategic plans for economic development attraction;
- Negotiates and/or assists in negotiating economic development contracts with public and private developers, businesses, and industry;
- Completes monthly, quarterly, and annual statistical reports, analyzes trends for future economic and business development, and provides recommendations and updates as requested.
- Demonstrates superior seamless customer service, integrity, and commitment to innovation, efficiency, and fiscally responsible activity
- May perform other duties as assigned.

### **Property Management:**

- Coordinates the monitoring and inspection of JMAA facilities, leases and contracts for compliance with JMAA and tenant contractual obligations, insurance and other financial requirements.
- Serves as the point of contact for tenants and airport users to address utilization of facilities and provisions of services.
- Assists with the development, implementation and monitoring of revenue and expense control systems as they relate to the Airport Authority's properties, facilities and equipment.
- Manages insurance program elements on behalf of JMAA to ensure that the Airport Authority's liability and exposure is limited or minimized by internal policies and or compliance with minimum insurance standards imposed on facility users, professional service providers, contractors, concessionaires and others conducting business at Airport Authority facilities and on Airport Authority properties.
- Interfaces with tenants and the public regarding inquiries and requests. Where necessary, coordinates the proper responses with other JMAA staff.

### **Concessions:**

- Coordinates the activities of airports' concessionaires and service providers in relation to terms of existing agreements with JMAA, proposes modifications and amendments with the goal of increasing service to patrons and maximizing JMAA revenues.
- Measure and assess customer and employee satisfaction; collect and analyze data on customer demographics, preferences, needs and buying habits to identify potential markets and factors affecting product demand.
- Forecast and track marketing and sales trends, analyzing collected data; measure the effectiveness of marketing, advertising, and communication programs and strategies.
- Coordinate regular meetings with concessions representatives to share information and proposals concerning the promotion, distribution, design, and pricing of company products or services.
- Routinely coordinate with JMAA's Disadvantaged Business Enterprise Department to collect and record DBE participation in JMAA concessions agreements, and remain familiar with ACDBE and DBE regulations, and follow trends in trade literature related to these programs.

### **Advertising:**

- Generally responsible for the overall advertising opportunities at Airport Authority facilities; and for advertising JMAA's property and partnership to the public.
- Prepare Requests for proposals and assist in the negotiations of advertising sales and contracts.
- Oversee and ensure compliance with advertising policies and strategies for the Airport Authority external campaign, by reviewing layouts and advertising copy and editing scripts, audio and video tapes, and other promotional material for adherence.
- Confer with department heads to discuss topics such as contracts, selection of advertising media, or service/events to be advertised.
- Confer with potential advertisers to provide marketing or technical advice. Prepare reports on sales figures, marketing or technical advice
- Prepare reports on sales figures, marketing methods and venues.

### **Air Service Development:**

- Maintains an awareness of airport capacities and plans, and air service target markets for service improvements.
- Oversees the collaborative efforts of the Air Service Development Coordinator, with the air carrier community, and inbound tourism developers.
- Stays abreast of state, federal and international aviation issues; air carrier alliances and regulations impacting air carrier services.
- Educates airport's stakeholders about positive economic impact of air service to region.
- Communicates organization's interests to selected air carriers, and if necessary, advocates for airport interests with local, state and federal organizations.

## **LEADERSHIP AND SUPERVISORY**

- The position receives general, strategic direction from the Chief Executive officer, but is expected to function at his/her own initiative, with evaluation based on results.
- The position oversees the activities of the Properties Manager and Air Service Development Coordinator.

## **EDUCATION & EXPERIENCE** (including required licenses or certifications)

- Bachelor's degree in business administration, economic development, urban planning, or related field.
- Minimum of eight years of experience, including three years in a leadership role, managing a staff, budgets, and senior-level strategy development and execution.
- Five years of experience in economic development, marketing, business development, communications.
- Mississippi Driver's License or ability to obtain one.
- Ability to secure AOA license and clearance to access restricted areas.

## **COMPETENCIES**

### Employee Core

- *Customer Focus* - The ability to proactively meet the needs of internal and external customers in order to provide best-in-class customer experiences.
- *Continuous Improvement* - The knowledge of goal setting and measuring performance in order to improve processes and procedures.
- *Communication* - The ability to express thoughts effectively to encourage productive dialogue and generate useful information.
- *Collaboration* - The ability to work cooperatively with others to build the strength of the team.
- *Commitment* – The ability to take personal responsibility due to one's sense of ownership and pride in the Authority.

### Job-Specific Knowledge, Skills & Abilities

- Ability to provide leadership to a team of skilled professionals
- Ability to build rapport with business and community leaders.
- Ability to create and convey a value proposition to potential business partners that will be persuasive.
- Ability to negotiate effectively to achieve win-win scenarios that are mutually beneficial to the Airport and to business partners.
- Ability to negotiate property leases and orchestrate deals.
- Ability to oversee the Airport's insurance program to provide protection against loss.
- Ability to collect, analyze and interpret market trends and promote the Airport's and concessionaires' business interests.
- Ability to creatively promote the Airport through marketing initiatives and media advertising.

### **ENVIRONMENT & WORKING CONDITIONS**

- This is an executive position. The work is performed in an office setting.

### **PHYSICAL DEMANDS** (including requirements for travel or working nights/weekends/holidays)

Requires:

- Most of the time is spent at one's desk, operating a computer.
- Walking and standing are required to move about the terminal and Airport property and to make presentations.

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties of this job.*

**Jackson Municipal Airport Authority**  
**Human Resources Department**  
**Post Office Box 98109**  
**Jackson, MS 39298-8109**  
**Fax: (601) 664-3514**  
**Email: [recruiter@jmaa.com](mailto:recruiter@jmaa.com)**  
**Acceptance deadline is January 22, 2018**  
**EOE**

**\*\*WE ARE AN EQUAL OPPORTUNITY EMPLOYER\*\*  
EOE, M/F, D/V**

## APPLICANT DATA RECORD

All applicants are considered for the applied position without regard to race, color, religion, sex, national origin, age, marital status, veteran status, disability (if performance ability coincides with job requirements), or any other legally protected status.

Solely to help us comply with government record keeping, reporting and other legal requirements, we ask that you complete this Applicant Data Record. We appreciate your cooperation. The completion of this Data Record is optional. If you choose to volunteer the requested information, please note that all Data Records are kept in a Confidential File and are not a part of your Application for Employment or your personnel file. Periodic Reports are made to the government on the following information.

**YOUR COOPERATION IS VOLUNTARY. INCLUSION OR EXCLUSION OF ANY DATA WILL NOT AFFECT ANY EMPLOYMENT DECISION.**

|   |                         |
|---|-------------------------|
| Position Applied For:   | Today's Date:           |
| Name<br>(Last)                      (First)                      (MI)   | Social Security Number: |
| Address:  | Telephone Number:       |
| City                      State                      Zip  | Date of Birth           |
| Check One: <input type="checkbox"/> Male <input type="checkbox"/> Female  |                         |
| Check one of the following: (Ethnic Origin)<br><input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> American Indian/Alaskan Native<br><input type="checkbox"/> African American <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Other _____ |                         |
| Marital Status: <input type="checkbox"/> Married <input type="checkbox"/> Single  |                         |
| Referral Source: <input type="checkbox"/> College/Tech School <input type="checkbox"/> Newspaper <input type="checkbox"/> Employment Agency <input type="checkbox"/> Walk-In <input type="checkbox"/><br>Friend/Relative <input type="checkbox"/> Other-Specify _____                                     |                         |

**100 INTERNATIONAL DRIVE\*SUITE  
300\*JACKSON, MISSISSIPPI\*39208**

**Application For Employment**

(Please Print or Type in Black Ink)

**WE ARE AN EQUAL OPPORTUNITY EMPLOYER**

Applicants are considered for all positions without regard to race, religion, gender, national origin, age, veteran status, the presence of a non-job related physical or mental condition, handicap, or disability, or any other legally protected status. If you require accommodation or assistance in completing this application or in any stage of the employment process, please let us know.

APPLICATION FOR: **DIRECTOR OF BUSINESS DEVELOPMENT**

ADVERTISEMENT PERIOD: **01/08/2018 - 01/22/2018**

| PERSONAL                    |                                  |                  |             |  |
|-----------------------------|----------------------------------|------------------|-------------|--|
| NAME _____                  |                                  |                  |             |  |
| (Last)                      | (First)                          | (Middle Initial) |             |  |
| ADDRESS _____               |                                  |                  |             |  |
| (Street Address)            | (City)                           | (State)          | (Zip)       |  |
| HOME PHONE NO. (____) _____ | ALTERNATE PHONE NO. (____) _____ |                  |             |  |
| SOCIAL SECURITY # _____     |                                  |                  |             |  |
| DRIVER LICENSE # _____      | Class _____                      | Expiration _____ | State _____ |  |

When will you be available to begin if selected for the position? \_\_\_\_\_

Are you available to work shifts? Yes \_\_\_ No \_\_\_

Are you authorized to work in the U.S. on an unrestricted basis? Yes \_\_\_ No \_\_\_

*(Proof of citizenship or immigration status will be required upon employment)*

Have you ever been employed with JMAA before? Yes \_\_\_ No \_\_\_

If yes, give dates \_\_\_\_\_

Have you ever been convicted of a crime other than minor traffic violations? Yes \_\_\_ No \_\_\_

If yes, state nature of offense, when, where and disposition \_\_\_\_\_

*(A conviction will not necessarily disqualify an applicant from employment)*

Do you have any relatives presently employed by the Jackson Municipal Airport Authority? Yes \_\_\_ No \_\_\_

If yes, list names and relationship \_\_\_\_\_

**Employment with the Jackson Municipal Airport Authority is contingent upon the ability to be granted and maintain ID/secure media badge as regulated by TSA, and a valid drivers license and motor vehicle report in compliance with JMAA's Drivers Policy. A comprehensive pre-employment background check includes an education/experience investigation, a medical physical exam, a drug/alcohol screen, a motor vehicle report and a fingerprint-based criminal history record check.**

NAME: \_\_\_\_\_

SOCIAL SECURITY NO.: \_\_\_\_\_

**Education & Training**

|   | High School | College/Technical/Business | Graduate School |
|---|-------------|----------------------------|-----------------|
| School Name & Location  |             |                            |                 |
| Years Completed<br>(Circle)   | 9 10 11 12  | 1 2 3 4                    | 1 2 3 4 5       |
| Diploma/Degree (Verification of education required)<br>Describe Course of Study:                        |             |                            |                 |
| Describe Specialized Training, Apprenticeships, Skills, Extra-Curricular Activities, Foreign Languages: |             |                            |                 |

**Employment Experience**

Start with your present or last job. If unemployed, start with your immediate past employment. Be specific and complete. Include military service assignments and volunteer activities. Any military service must be documented by providing a DD214 along with this application. Exclude organizational names that indicate race, color, religion, gender, national origin, disabilities or other protected status. Explain any gaps between employments. Failure to explain any gaps in employment will be justification for your disqualification from the selection process. Use additional sheets if necessary.

|                            |  |
|----------------------------|--|
| Your Job Title _____       | Telephone No. (____) _____   |
| Company Name _____         | Employed (Indicate Month, Day and Year)  |
| Address _____              | From _____ To _____  |
| _____                      | Annual Salary _____  |
| Name of Supervisor _____   | Start _____ Last _____   |
| Describe Your Duties _____ | Reason for Leaving _____   |
| _____                      | _____  |
| _____                      | May We Contact This Employer? Yes <input type="checkbox"/> No <input type="checkbox"/> |
| _____                      | If No, Please Explain _____  |
| Full Time _____            | Part-Time _____  |

NAME: \_\_\_\_\_

SOCIAL SECURITY NO.: \_\_\_\_\_

Your Job Title \_\_\_\_\_ Telephone No. (\_\_\_\_) \_\_\_\_\_

Company Name \_\_\_\_\_ Employed (Indicate Month, Day and Year)

Address \_\_\_\_\_ From \_\_\_\_\_ To \_\_\_\_\_

\_\_\_\_\_

Name of Supervisor \_\_\_\_\_ Annual Salary  
Start \_\_\_\_\_ Last \_\_\_\_\_

Describe Your Duties \_\_\_\_\_ Reason for Leaving \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ May We Contact This Employer? Yes  No

\_\_\_\_\_ If No, Please Explain \_\_\_\_\_

Full Time \_\_\_\_\_ Part-Time \_\_\_\_\_

Your Job Title \_\_\_\_\_ Telephone No. (\_\_\_\_) \_\_\_\_\_

Company Name \_\_\_\_\_ Employed (Indicate Month, Day and Year)

Address \_\_\_\_\_ From \_\_\_\_\_ To \_\_\_\_\_

\_\_\_\_\_

Name of Supervisor \_\_\_\_\_ Annual Salary  
Start \_\_\_\_\_ Last \_\_\_\_\_

Describe Your Duties \_\_\_\_\_ Reason for Leaving \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ May We Contact This Employer? Yes  No

\_\_\_\_\_ If No, Please Explain \_\_\_\_\_

Full Time \_\_\_\_\_ Part-Time \_\_\_\_\_

Your Job Title \_\_\_\_\_ Telephone No. (\_\_\_\_) \_\_\_\_\_

Company Name \_\_\_\_\_ Employed (Indicate Month, Day and Year)

Address \_\_\_\_\_ From \_\_\_\_\_ To \_\_\_\_\_

\_\_\_\_\_

Name of Supervisor \_\_\_\_\_ Annual Salary  
Start \_\_\_\_\_ Last \_\_\_\_\_

Describe Your Duties \_\_\_\_\_ Reason for Leaving \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ May We Contact This Employer? Yes  No

\_\_\_\_\_ If No, Please Explain \_\_\_\_\_

Full Time \_\_\_\_\_ Part-Time \_\_\_\_\_



### Additional Skills

State any additional information you feel may be helpful to us in considering your application.

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Indicate any professional licenses or certificates, license numbers, their expiration dates and issuing agency.

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### Professional References:

List the name, title, contact information, and relationship of at least three references who are not related to you.

| Name | Title | Contact Information | Relationship |
|------|-------|---------------------|--------------|
|      |       |                     |              |
|      |       |                     |              |
|      |       |                     |              |

### Applicant's Statement

I certify that answers given herein are true and complete to the best of my knowledge.

I understand that an investigation of all statements contained in this application for employment will be conducted, to include at a minimum: personal and business references; employment history; education/technical training; and military service. If a conditional offer of employment is extended, I understand that my hiring may be contingent upon successful completion of job-related testing, a medical examination, an alcohol and drug screening, a criminal background investigation, and a motor vehicle report. I understand that for Certified Police Officer positions, a psychological examination is also required. I agree, upon request, to sign all necessary authorization and consent forms.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

**THIS APPLICATION FORM MUST BE COMPLETED IN FULL, SIGNED AND DATED.**

