JOB OPPORTUNITY ANNOUNCEMENT

JOB #: 16-12  
DATE: July 14, 2016

TITLE: Managing Director, Airline Industry Public Relations and Communications
GRADE: Exempt

REPORTS TO: Senior Vice President, Communications

DEPARTMENT/DIVISION: Communications

POSITION SUMMARY:
Oversee communications – both proactive and responsive – relative to airline industry and operations to promote and protect the image and reputation of the airline industry including media relations, executive communications, third-party supporters and industry events. The role includes development of messaging, communications materials, operations support, social media and testimony support. The ideal candidate has a talent for designing and executing strategic storytelling opportunities that promote and defend the airline industry’s efforts to enhance the travel/cargo experience. Must be an enthusiastic and engaging professional with a collaborative team spirit and enjoy working in a fast-paced, multi-issue environment.

DUTIES & RESPONSIBILITIES:

Media Relations
- Develop and execute proactive communication plans in support of key safety, security and operations objectives and the A4A strategic plan. Design programs that increase visibility and enhance image of the airline industry with key opinion leaders, the media and the traveling/shipping public.
- Lead media relations outreach including developing media strategies for significant announcements related to industry initiatives, including materials development such as press releases, message maps, Q&As, executive briefing documents, web content and collateral materials.
- Shape responses to industry-related media inquiries so that A4A achieves outcomes aligned with our mission and messaging, which includes prepping/media training executives for interviews with reporters so that we achieve desired objectives.
- Serve as day-to-day spokesperson on industry issues including, but not limited to, operations, environment, labor, safety and security as well as marketing and industry business initiatives, bringing in subject matter experts as appropriate.
- Monitor industry news and craft creative media pitches that carry the positive industry narrative we want to promote in the public domain on issues such as carriers’ efforts to improve the customer experience, operational initiatives, economic outlook and safety/security matters. Keen information gathering instincts are a must, as well as the capability to craft pitches that are relevant to both traditional news and new/social media environments.
• Be familiar with and maintain positive working relationships with relevant media (e.g., aviation trades, consumer news, mainstream general reporting, bloggers, etc.). Develop and maintain collaborative relationships with peers in communications departments of major airlines and partner industry organizations.

Executive Communications & Industry Events
• Manage annual aviation conference in collaboration with communication colleagues, A4A subject matter experts and chosen media partner. Duties include developing agenda, executive speaking roles, materials, identifying appropriate venue and conceptualizing digital elements.
• Oversee A4A executive communications, which includes hands-on support of senior management and subject matter experts in the development of speeches and presentations.
• Seek out and manage strategic/thought leadership speaking and conference opportunities for senior management and subject matter experts, including follow-up promotion of those events in appropriate communication channels.
• On a rotating basis with others in the department, produce a weekly newsletter for A4A employees and Communications Council members, highlighting progress against the A4A strategic plan and other relevant topics.

Thought Leadership Efforts
• Serve as lead for development and coordination of quarterly press conferences relative to U.S. airline earnings and annual state of the industry survey.
• Manage storytelling initiative around the industry’s CSR efforts, which includes gathering new and interesting stories from carriers, crafting media pitches and updating the CSR microsite on www.airlines.org.

QUALIFICATIONS:
• BA in communications, journalism or related field or equivalent experience
• Ability to write and speak in a direct, concise manner
• Ability to work collaboratively in a fast-paced, team-oriented environment where we often need to build consensus quickly among various points of view
• 8-10 years previous experience including experience writing press releases, message points, op-eds and speeches
• Major commercial airline experience preferred; existing relationships with airline beat reporters would be especially helpful
• Excellent Microsoft Office skills
• Strategic user of social media

COMPETITIVE BENEFITS:
Choice of medical plans, plus free life, dental and vision coverage. 401k with matching contributions, airline travel privileges, tuition reimbursement plan.

HOW TO APPLY:
Interested applicants should send cover letter, resume and salary requirements to hr@airlines.org to the attention: JOA#16-12.

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