CITY OF HOUSTON

JOB DESCRIPTION

Job Code: 876.8

Job Title: **SENIOR MARKETING SPECIALIST**

Pay Grade: 28

GENERAL SUMMARY:

Supervises or leads activities in the development, promotion, and marketing of the Houston Airport System locally, nationally and internationally. Interfaces with the air transportation, aerospace, and other business communities in accordance with the Houston Airport System procedures and sound business practices.

RESPONSIBILITIES:

- Establishes sales, promotional and marketing goals to ensure share of the market and profitability of services in assigned region.
- Implements short and long-range marketing plans/programs to ensure the growth and expansion of the Houston Airport System services. Prepares marketing activity reports/studies to ensure maximum economic utilization of airport transportation operations.
- Coordinates consultants' activities in researching, analyzing and monitoring financial, technological and demographic factors to capitalize on market opportunities and to minimize effects of competitive activity in the aerospace and airport transportation industry.
- Researches, receives and analyzes market data to recommend development of new services and plans for increased market penetration.
- Participates in developing, preparing and presenting marketing and support materials to promote the Houston Airport System. Participates in defining approach strategies and developing materials for new air service proposals, route cases, and business development opportunities.
- Oversees and coordinates the copy writing, design, layout, paste-up and production of promotional materials used in marketing campaigns.
- Travels extensively and sells the Houston Airport System's services by interacting with established and potential air service providers.
- Evaluates market reactions to advertising programs to ensure the timely adjustment of market strategy and plans to meet changing market and competitive conditions.
- Monitors aerospace, aviation industry and airline updates to stay informed of potential new air service opportunities that may arise.
- Understands Federal Department of Transportation bilateral rules and applicability to air service currently offered in Houston as well as new opportunities.
- Manages ongoing pipeline of air service / business development opportunities, identifying key targets, potential timeframes, and a strategic plan for implementation.

SPECIFICATIONS:

KNOWLEDGE:
Requires a Bachelor's degree in Aviation Management, Business Administration or a related field.

EXPERIENCE:
Five years of professional experience in marketing a large, global entity are required.

COMPLEXITY:
Work is substantially complex and varied, and requires the interpretation of technical and detailed guidelines, policies and procedures in combination. Analytic ability is needed to gather and interpret data where answers can be found only after careful analysis of several facts.

IMPACT OF ACTIONS:
Errors in work could lead to significant expense and inconvenience. The incumbent generally receives general direction, working from broad goals and policies only. The individual may participate heavily in setting his/her own work objectives.

SUPERVISION EXERCISED:

Direct Supervision:
Leads or supervises activities and/or staff in the division.

Indirect Supervision:
No indirect reports.

CONTACTS:

Internal Contacts:
Level of internal contact is primarily with professionals and supervisors and occasionally with Managers and Assistant Directors. Interaction involves considerable explanation and persuasion leading to decision, agreement or rejection on complex issues; diplomacy is required; e.g., problem-solving discussions regarding responsibilities, finance, or work flow or to facilitate service.

External Contacts:
Level of external contact is primarily with citizens, visitors and/or mid-level representatives of government agencies, guests, vendors and professional contacts with allied organizations and occasionally with prominent persons such as community leaders, business and industry leaders as well as officials of government and financial agencies and media representatives. Interaction involves considerable explanation and persuasion leading to decision, agreement or rejection on complex issues that requires diplomacy; e.g., important contacts involving difficult matters of agreements, negotiations and controversies.

PHYSICAL EFFORT:
The position is physically comfortable, the individual has discretion about walking, standing, etc.

WORK ENVIRONMENT:
There are no major sources of discomfort, i.e., essentially normal office environment with acceptable lighting, temperature and air conditions.

PHYSICAL SKILL:
Requires the ability to make simple gross motor responses within large tolerances.

MISCELLANEOUS:

All duties and responsibilities may not be included in the above job description.

JOB FAMILY:

Marketing Specialist
Senior Marketing Specialist

Effective Date: July 1999
Revised Date: November 2025