



JOB DESCRIPTION

JOB CLASSIFICATION: Administration
JOB TITLE: Public Relations Specialist
REPORTS TO: Executive Director
APPROVED BY: Executive Director

DEPARTMENT: Finance & Administration
EXEMPT: Yes
APPROVED DATE: 07/2022
REVISED: 05/2022

The Public Relations Specialist is responsible for coordinating all external communications, establishing purposeful collaboration, and enhancing media, public and inter-agency relations. This position reports directly to and serves as a communications advisor to the Executive Director regarding public relations matters.

ESSENTIAL DUTIES AND RESPONSIBILITIES: Include the following, as well as other duties and responsibilities that may be assigned. The list of duties is representative and not intended to be all inclusive of the duties expected of this position.

- Anticipate and observe social and economic trends as well as emerging issues that might affect aviation operations and create public relations challenges. Based on those trends, recommend techniques to enhance the Airport's image.
- Proactively cultivate effective public communication initiatives related to aviation programs.
- Assist in development of organizational goals and objectives. Implement annual communications plan to foster the successful accomplishment of same.
- Develop and maintain strong and cooperative relationships with local media.
- Expand the regional and national presence of Monterey Regional Airport.
- Create and execute strategies to enhance the Airport's corporate image with all relevant stakeholders and partners in order to maintain cooperative relationships.
- Develop and implement the Airport's customer service satisfaction program and offer specialized customer service training to airport staff.
- Prepare and provide pertinent content for all communications and outreach to the community and airport stakeholders.
- Coordinate events that help maintain and improve the image and identity of the Airport.
- Liaison with the marketing programs to ensure consistency with the public relations efforts.
- Represent the Airport and act as primary point of contact with civic boards and organizations as assigned.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Employee is responsible for performing work accurately with minimal supervision. Requirements listed below are representative of the knowledge, skill and/or ability required.

EDUCATION AND/OR EXPERIENCE

The ideal candidate will have experience working directly with Senior Executive Management. Candidates should have a bachelor's degree in communications, public policy, business administration or a related field. Candidate should have a minimum of 3 years' similar job-related experience complimented by a strong, collaborative work ethic, demonstrated interest and experience in helping a local agency grow and expand its brand and presence in the community, previous experience working with political offices on all levels; local, state and national. Previous experience working with civic and political organizations required.

LANGUAGE SKILLS

- Must possess proficient written and verbal communication skills; able to read and write memos and correspondence that conform to adopted style and format, including accurate grammar and business correspondence knowledge.
- Ability to read, analyze, and interpret general business periodicals, professional journals, and governmental



regulations.

- Ability to effectively and tactfully present information to and communicate with employees, managers, customers, and political and civic representatives.

COMPUTER SKILLS

- Must have the knowledge and ability to utilize computer hardware, operating systems and application software. Proficiency in word processing and spreadsheet applications, preferably MS Word and Excel, is required.

MATHEMATICAL SKILLS

- Must possess the ability to examine and verify financial documents and reports.

REASONING ABILITY

- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or financial schedule form.
- Able to multi-task and determine and direct personal effort to accomplish priorities.

GENERAL REQUIREMENTS:

- Meets or exceeds the performance factors indicated on the Performance Appraisal form.
- Presents a neat, professional appearance.
- Conduct reflects credit on the Monterey Regional Airport. Encourages others to do the same.
- Maintains confidentiality on all matters related to airport business.
- Organized, analytical, independent, self-motivated, enthusiastic, communicative, and dependable.
- Employs effective interpersonal skills, establishes positive relationships with internal and external customers, and participates positively as a team member.
- Interprets, plans, organizes, develops, and implements, upon approval, programs, goals, objectives, policies, and procedures.
- Adjusts to tasks and focuses with composure to meet changing deadlines and priorities.
- Uses equipment and materials in a safe and acceptable manner, follows established safety procedures, uses appropriate safeguards, and observes common sense rules of safety in all on-the-job activities.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- The employee is regularly required to sit. The employee is occasionally required to stand, stoop, kneel and crouch. The employee frequently is required to walk; to use hands to repetitively finger, handle or feel objects, tools and use a computer/typewriter keyboard; to reach with hands and arms; and to talk or hear in person and over the telephone.
- The employee is frequently required to drive a motor vehicle, both on and off airport property.
- The employee must occasionally lift and/or move up to 30 pounds, but regularly lifts or pushes items weighing 5-10 pounds.
- Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job in a typical office environment. The noise level in the work environment is usually low to moderate. Overhead aircraft noise occurs intermittently throughout the day. The employee:

- Generally works indoors.
- Sometimes works near moving mechanical parts and office machinery.
- Occasional travel will be required.
- Work outside of normal business hours required.



SPECIAL REQUIREMENTS:

- Proof of eligibility to legally work in the United States.
- Successful completion of background investigation.

- Ability to pass the District's physical examination, including pre-employment testing in accordance with the District's drug/substance abuse policies.
- Possess a valid California Motor Vehicle Driver's License and be insurable with the District's insurance carrier at the standard rate.

ACKNOWLEDGMENT & RECEIPT

I acknowledge that I have received, read, and sought clarification of any questions I have about the content of this job description. I further understand that, in order for MPAD to retain necessary flexibility to meet organizational needs, this job description may be modified from time to time.

Employee Signature

Date