

**Airport Public and Community Relations Director (1788)  
Task List 2021**

1. Supervises staff, such as Airport Guides, Public Relations Specialist, Principal Public Relations Representatives, Volunteer Coordinators, Graphic Designers, and/or clerical staff involved in the development and implementation of informational, educational, promotional, or other special event programs for public education and indoctrination, including tours for youths, educators, community leaders, elected officials and their staff, business groups, community service groups, and various other groups by directing, delegating, coordinating, and assigning the work of staff based on factors such as difficulty and priority of assignments and employee workload, and by providing instruction through email, telephone, and direct contact in order to promote Los Angeles World Airports, which includes Los Angeles International (LAX) and Van Nuys (VNY) airports, as an industry leader in transportation and as a source of public and community service.
2. Directs or assists in directing staff such as Airport Guides, Public Relations Specialists, Principal Public Relations Representatives, Volunteer Coordinators, Volunteers, and/or Graphic Designers involved in the organizing and preparation of departmental advertising material such as videos, online advertisements, and posts for press radio and television, utilizing Adobe Acrobat software and social media platforms including Twitter, Instagram, and Facebook in order to promote the airport and advertise special programs.
3. Approves or disapproves of an employee's work schedule and request for time off by considering factors such as workload and project timelines, and verifies that timesheets properly account for employee work time in order to ensure necessary levels of staffing, timely completion of work, and appropriate documentation.
4. Observes, reviews, evaluates, documents, and discusses performance of staff based on job-related factors such as completion of assignments, timeliness, and consistency of quality and quantity with standards in order to identify developmental needs, provide feedback, prepare employee for career advancement opportunities, and improve work quality or performance for future assignments.
5. Interviews job candidates for positions such as Airport Guide, Public Relations Specialist, Principal Public Relations Representative, Management Analyst, and/or Secretary in order to make hiring recommendations and/or decisions based on the candidate's demonstrated knowledge, skills, abilities, and overall suitability for the position.
6. Makes recommendations to higher-level management regarding the initiation of the disciplinary process for employees who have violated a personnel policy or acted inappropriately, and after receiving approval, follows and documents departmental progressive disciplinary steps including written or oral warning, suspension, and discharge in order to correct employee behavior and maintain high standards for work and behavior of employees and to perform personnel policy functions.

7. Applies the principles of Equal Employment Opportunity (EEO) by taking the necessary steps to prepare employees for promotion including providing training and information regarding EEO policies, promoting a positive work environment by monitoring employees' behavior regarding cultural diversity, sexual harassment, discrimination, and retaliation, taking appropriate corrective action when necessary, and commending outstanding job performance by giving public recognition, or issuing notices of commendation in order to increase employee productivity and/or morale in order to ensure better acceptance and working relationships among various groups of employees, increase employee productivity and/or morale, set standards of exemplary performance for employees and comply with City and department policies and procedures.
8. Orients new employees by explaining job requirements and providing written materials such as safety and performance standards, personnel rules, policies, and procedures, and benefits in order to ensure new staff members are prepared to complete their job duties successfully and in accordance with City and department standards.
9. Communicates with employees, management, and other supervisors orally and in writing in order to coordinate activities of a unit or request or provide information, direction, or guidance regarding work assignments, problems encountered, personnel matters, project requirements, project timeline, appropriate work methods and procedures, City and department policies and how to comply with them, policy changes, department objectives, interpretations of City policies or Memorandums of Understanding (MOUs), updated safety information, and training and promotional opportunities.
10. Plans, develops, and implements comprehensive community relations programs with staff such as Airport Guides, Airport Information Specialists, Public Relations Specialists, and Principal Public Relations Representatives about current and anticipated airport plans and programs for new or enhanced facilities, acquisitions, condemnations, and their effect and impact on the surrounding areas by conducting elected official and public outreach via phone, email, and meetings, advertising, and utilizing media such as journals, news press reporters, and/or social media in order to inform all stakeholders and promote local acceptance of airport plans and programs.
11. Develops a budget for the division with their staff such as Airport Guides, Information Specialists, Public Relations Specialists, and Principal Public Relations Representatives taking into consideration factors such as department goals and objectives, special events, and/or division priorities, using software and platforms such as Microsoft Office Suite, Oracle, and SAP (Systems Applications and Products) to ensure that program goals are met and will not exceed designated funds.

12. Develops and implements a program or campaign such as public relations, advertising, or media campaigns, by coordinating these programs with external public relations departments, including commercial airlines and/or general aviation companies, and airport tenants via email, video calls, presentations, and brainstorming meetings to promote the use of airport facilities by large commercial enterprises, the aviation industry, private flyers, and the general public through targeted communication such as trade shows, advertising, and/or news media, and interprets post program or campaign metrics such as the number of people who attended a special event and their respective website hits in order to assess the success of the program or campaign and nurture passenger interest in airlines and aviation companies.
13. Consults with and advises department management and the Board of Airport Commissioners about the potential impact of airport policies, decisions, and actions that impact key stakeholders such as airport tenants, community members, elected officials and their staff, and state/local/federal government agencies in order to alleviate any negative impacts and to alert them about potential impacts such as noise, effects on business flow and operations, and to maintain good customer service.
14. Consults with management and external stakeholders including airport tenants, community members, aviation trades such as The National Business Aviation Association, American Association of Airport Executives, and The National Air Transportation Association, and government officials via in-person or virtual meetings in order to formulate local, national, and international public relations programs, such as international marketing in the airport, the Los Angeles International Airport (LAX) Pets Unstressing Passengers (PUP) program, and/or local economic development in order to promote Los Angeles World Airports in a positive way.
15. Consults with management via brainstorming meetings and discusses feedback surveys regarding previous programs when formulating local community relations programs, such as Aviation Career Day, Aviation Careers Education, Community Leader tours, Elected Staff Official tours, and Speakers Bureau in order to create partnerships, facilitate open dialogue and the success of future aviation professionals, and garner program support.
16. Collaborates with reporters, publishers, managers, and other media representatives by contacting representatives via phone, email, or in-person, participating in training with other agencies, and/or developing individual relationships in order to ensure a good working relationship with other agencies and effective and accurate communication and coordination regarding the dissemination of information so as to not provide contradictory information.

17. Informs stakeholders, such as neighbors, community leaders, pilots, elected officials, and/or tenants, of current and proposed programs to alleviate noise problems, low-flying aircrafts, and vehicular traffic congestion, such as Fly Friendly and No Early Turns, and works to resolve community complaints pertaining to noise, maintenance, and/or emissions via the LAWA LAX Internet Flight Tracking System, in person, phone, and written correspondence in order to provide information of both routine and emergency nature, and ensure responsiveness and transparency.
18. Contributes annual department report and other management reports by providing information about public and community relations programs, which includes data and information pertaining to the number of people served, economic impact, international statistics, and/or airport operations, using software such as Microsoft Office in order to share information about the airport to key stakeholders.
19. Communicates with the Board of Airport Commissioners, operating officials, media representatives, management, and other agencies such as the National Transportation Security Board (NTSB), Federal Aviation Administration (FAA), the local community, and the general public via phone, email, text, or in-person in the event of a crisis in order to confirm or rescind information regarding the facts and nature of the emergency situation.
20. Presents information as a representative of Los Angeles World Airports to various stakeholders, such as the Board of Airport Commissioners, industry and community groups, media representatives, businesses, and the general public regarding the airport, construction projects, economic impact, noise programs, careers, new programs, and technical information in a public-friendly manner through a wide range of promotional and informational channels such as hard copy and electronic advertisements, web advertisements, trade shows, board meetings, career fairs, and/or neighborhood councils using digital media such as Microsoft PowerPoint and/or video in order to inform and educate stakeholders in a clear manner, and promote and garner support for the airports and its programs.