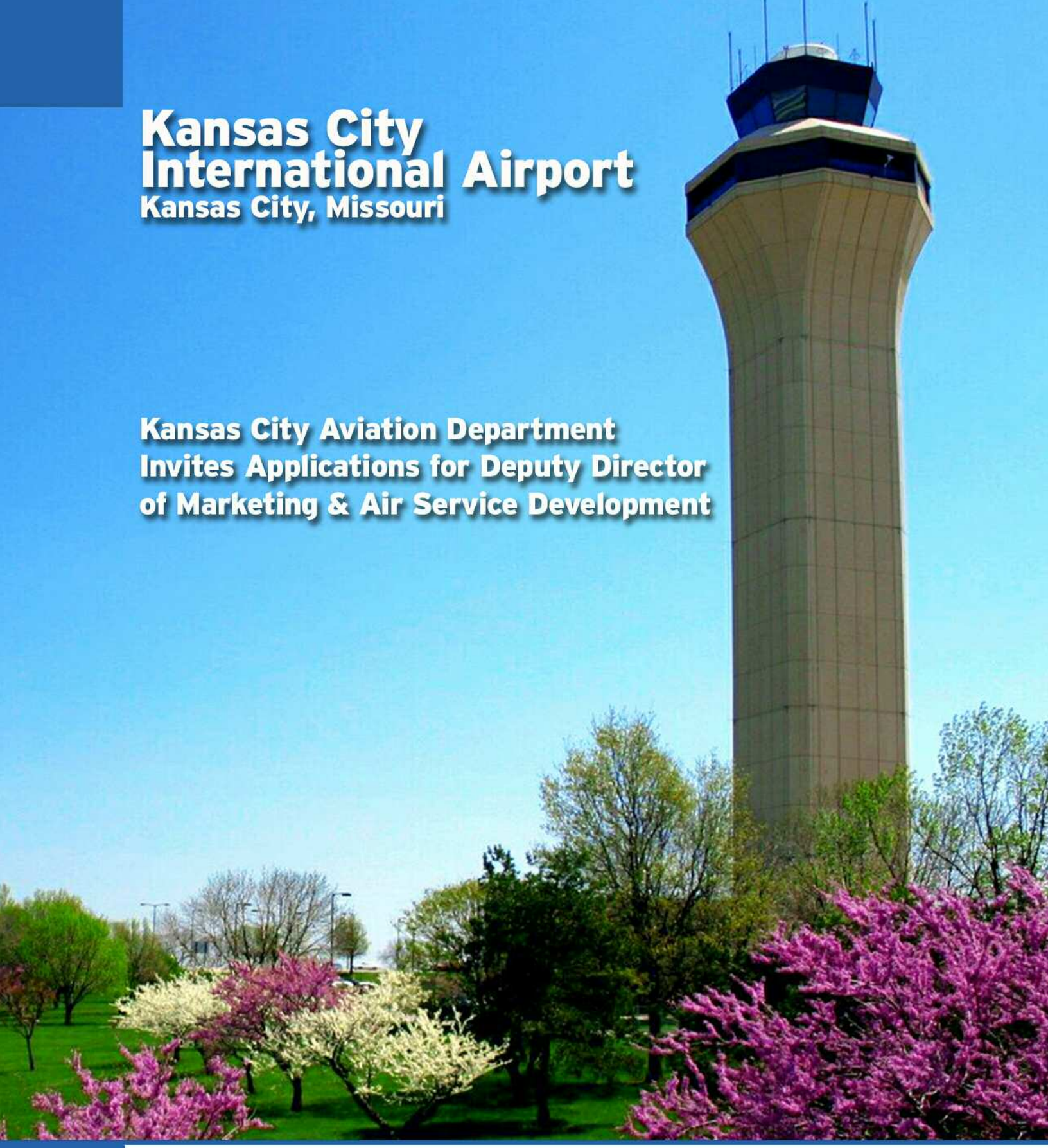
Kansas City International Airport

Kansas City, Missouri



Kansas City Aviation Department Invites Applications for Deputy Director of Marketing & Air Service Development

flykci.com
Kansas City International Airport

flymkc.com
Charles B. Wheeler Downtown Airport

Executive Search Services Provided by ADK Executive Search







The Airport

The **Kansas City Aviation Department** owns and operates the **Kansas City International Airport** and **Charles B. Wheeler Downtown Airport.** The Kansas City Airport System, of which Kansas City International Airport (MCI) is a part, is an Enterprise Fund Department of the City of Kansas City, Mo., and is supported wholly by airport user charges. No general tax fund revenues are used for the administration, promotion, operation, or maintenance of the airports in the system.

MCI is a key hub for the mid-west states of Iowa, Kansas, Missouri and Nebraska. One of America's biggest airports, Kansas City Airport connects millions of passengers a year to domestic and international destinations.

The MCI complex spans more than 10,000 acres, and its three runways can accommodate up to 139 aircraft operations per hour. Uncongested air and ground space, short taxi time, and a low weather-related closure/cancellation rate are why MCI consistently ranks among the lowest in delays of all U.S. airports. Three runways, two of them parallel with 6,575 feet of separation, Category III instrument Landing System and other features help keep operations smooth in even the worst of weather. New surfaces on the runways, taxiways and terminal aprons, along with ongoing infrastructure improvements, enhance the airport's efficiency and convenience to air carriers.

On-airport Fixed-Base Operator Executive Beechcraft offers basic fueling, charter and ground transportation services. Many regional aircraft operators merely fly into Kansas City International Airport and are shuttled to the airline terminals to be transported to their final destination outside the region.

Enplanements for the year 2012 were 4,866,850. The capital budget for this year is $11,790,000 and there is an Airfield Pavement Rehabilitation Program in progress to maintain and extend useful serviceable life of the two primary widely parallel runways and taxiway systems. The Airport has a FY12/13 total operating budget of $116,925,500.









About The Area

Kansas City, Missouri, was founded in 1850 and is the most centrally located major metro area in the U.S. The Kansas City region is a bi-state area comprised of 18 counties and 50 cities in Kansas and Missouri, and most of the 2.5 million people who call Kansas City home travel back and forth between Missouri and Kansas several times a week.

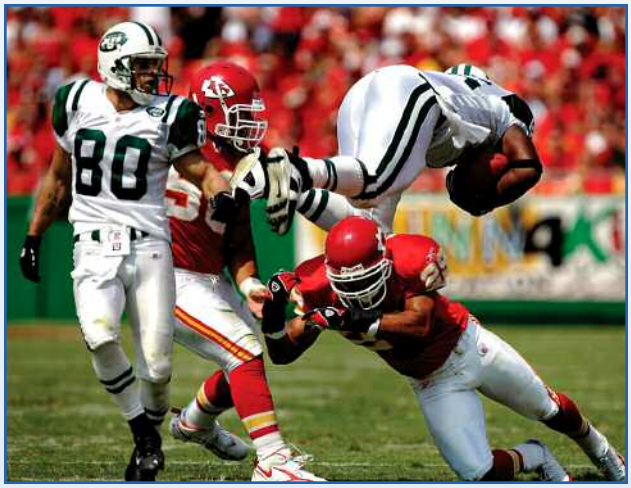
Kansas City is a great place to live because residents can choose whatever lifestyle appeals: urban, suburban or rural. KC has more roadways per capita than most other U.S. cities and commuters can get to anywhere in the metro area in about 20 minutes or less. And travelers can fly to either coast in about 3 hours from the Kansas City International Airport, ranked the No. 1 mid-sized airport in the U.S. The median price of a home in KC is well below the national average, and because of this, Travel + Leisure named KC No. 1 for affordability.

Arts & Culture

Residents and visitors to KC have a number of options to experience the arts and culture of the area. The **Starlight Theatre** is a 7,958-seat outdoor theater in KC, and the second largest theater of its kind in the U.S. Presenting Broadway shows and concerts, this amphitheater-like venue has been a KC landmark since the '50s. The historic **18th & Vine Jazz District** in Kansas City offers live music every night of the week. Home to the American Jazz Museum and clubs including The Blue Room and The Foundation (where jazz musicians in the '30s would jam until sunrise) – now offers 1 a.m. concerts and a bar that's open until 6 a.m. The 18th & Vine District is also where the Negro Leagues Baseball Museum is located. Also enjoyable is a visit to the **Kemper Museum of Contemporary Art**, while children and adults alike will enjoy a visit to **The Toy & Miniature Museum** of Kansas City, a 38-room house that boasts the largest collection of nostalgic toys, fine-scale miniatures and marbles in the Midwest. This specialty museum, located on UMKC's campus, is just a few blocks south of the renowned Country Club Plaza shopping and entertainment district.

Downtown Kansas City is a celebration of the arts and culture, featuring more art galleries and studios, performing arts stages, theater stages and concert venues than anywhere else in the region.







Arts & Culture *(continued)*

The Crossroads Arts District, just blocks from the heart of Downtown, is the heartbeat of the Kansas City arts scene. It is home to the spectacular **Kauffman Center for the Performing Arts** and thriving visual and performing arts scene.

The Crossroads is a unique, nationally known art and cultural district with more than 70 galleries and studios, along with unique restaurants and shops located a few short blocks south of the Power & Light entertainment district and the Sprint Center arena. The Crossroads is filled with contemporary, emerging and traditional art including painting, sculpture, photography, mixed media, graphic art, textiles, dance and theatre. The Crossroads opens its doors freely to lively Kansas City crowds for popular events such as the **First Friday Art Walk**, held every first Friday of the month. Whether you are a beginner or avid collector, or just enjoy art, the Crossroads Arts District is the place to be.

Sports and Recreation

KC sports are a major part in KC's culture. KC is home to the **NFL Kansas City Chiefs** and Major League Baseball team, the **Kansas City Royals**. You'll also find the **NASCAR Kansas Speedway**, home to the **Sprint Cup**. Other sports teams include Major League Soccer, hockey, women's soccer and more. ESPN named KC the No. 1 city for fan loyalty, and according to *Food & Wine Magazine*, one of America's Best Tailgating Cities.

KC offers more than 100 miles of off road trails within 30 minutes to downtown Kansas City offering great mountain biking opportunities. There are more than 100 public and private golf courses in the Kansas City Region, with 659 golf courses in Kansas and Missouri. For day and weekend trips in about four hours or less you can get to Des Moines, St. Louis, Oklahoma City, Wichita and Omaha. In about eight hours you can travel to Chicago, Indianapolis, Nashville, Memphis, Little Rock, Dallas and Denver.







Business & Entrepreneurship

Numerous Fortune 1,000 companies have located operations in the area. Those headquartered in the Kansas City area include **AMC Entertainment**, **Cerner Corporation**, **DST Systems**, **Garmin International**, **Great Plains Energy (KCPL)**, **Hallmark**, **H&R Block**, **Seaboard**, **Sprint Corporation**, **Westar Energy**, and **YRC Worldwide**.

The KC Chamber has committed to making Kansas City "America's Most Entrepreneurial City" through its Big 5 Initiative. Boasting UMKC's Bloch School of Management and the Kauffman Foundation, the KC Chamber is showcasing Kansas City's long history of producing world-class entrepreneurs. KC ranks among the top 10 best cities for female entrepreneurs according to Forbes and is named the No. 4 top 30 cities for young entrepreneurs (Under30CEO). KC was also named an "entrepreneurial city to keep your eye on" by Entrepreneurs Unplugged.

Interesting to note...

- **Steamboat Willie** (Mickey Mouse) was created by Walt Disney in his Laugh-O-Gram studios in downtown KC.
- In the **Freight House district** just south of the Crossroads, you'll find Jack Stack BBQ which is consistently voted by Zagat as the "highest rated BBQ" in the country.
- **Crossroads** is home to dozens of talented artists, sculptors, performers, designers and a vibrant bevy of creative people. Fashion designer Peggy Noland, noted for her bold and colorful style, recently designed leather outfits for Rihanna's World Tour.
- **In the last decade** more than $6 billion has been invested in the downtown area.
- **The River Market** area downtown showcases local cuisine with restaurants like Farmhouse and Bo Ling's. The River Market has one of the largest farmers markets in the country.
- **Bike Share KC** is the country's only advocate-owned bike share system. At various locations downtown you can check out a bike for a small fee, and when finished, just drop the bike off at any Bike Share location.

Links of Interest:
Kansas City International Airport
Kansas City, Missouri
Kansas City Chamber
Kansas City Convention & Visitors Bureau





About the Position

The Deputy Director of Marketing and Air Service Development requires a high degree of knowledge of aviation issues related to route development, airport operations, all cargo operations, regulatory environment and legislative advocacy. This position leads a team of professionals that focuses on air service development, air cargo and economic development, media relations and advertising, as well as customer service. The position oversees four divisional employees.

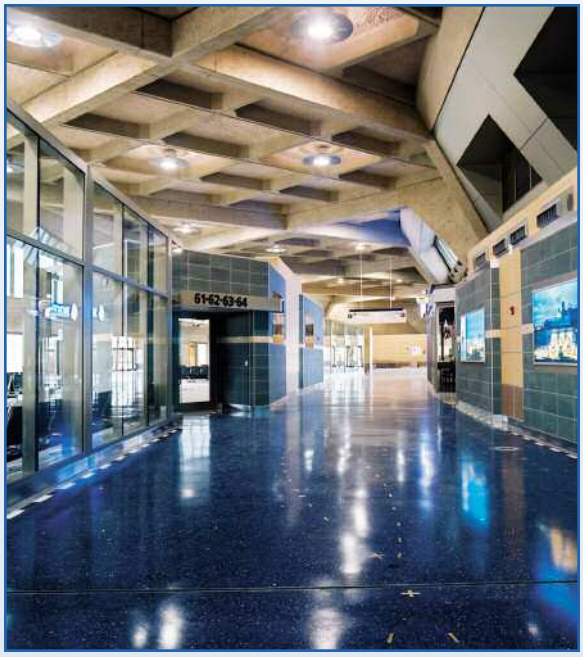
This position will also entail leading initiatives to identify and develop the expansion of international and domestic passenger and air cargo services. The ideal candidate will have innate and well developed entrepreneurial instincts, creating and implementing short and long term strategies to maximize aviation and non-aviation revenues and increase customer satisfaction. The candidate will be responsible for the strategic goals and initiatives for his/her areas of responsibility.

Position Responsibilities

The responsibilities of this position include, but are not limited to the following:

- Air Service Development – Oversee initiatives to identify and develop the expansion of international and domestic passenger and air cargo services.
- Non-Airline Revenue Generation – Identify and develop onsite revenue generation opportunities and programs.
- Marketing and Customer Service – Marketing Campaigns, Corporate Advertising and Identity, Social Media Content and Messaging.
- Media Relations/Public Affairs – Public Affairs, Public Information Programs and Media Relations.
- Plan marketing programs that strengthen, promote and enhance the airport's air passenger and cargo services to the community.
- Plan marketing programs for the economic development of aviation-related and non-aviation-related business development of airport property.
- Lead the efforts of the marketing staff, monitoring and coaching where necessary to achieve desired objectives.
- Actively participate as a member of senior management in the development of aviation department goals, objectives and policies.
- Serve as one of the Department's liaisons with airlines, tenants, public agencies (federal, state and local) and other regional contacts.







The Successful Candidate Will:

- Have a thorough knowledge of airline/airport business models
- Possess an understanding of the principals of marketing
- Display strong budgetary skills
- Demonstrate a capacity for risk taking
- Have a vision for medium to long-range planning
- Possess excellent oral and written communication, negotiation and conflict resolution skills
- Exhibit the ability to research, analyze and present data gathered from a wide variety of sources
- Express aptitude in working with external consultants, handling and safeguarding sensitive and confidential information.

The Ideal Candidate

This unique opportunity will go to an exceptional, proactive person who is a persuasive communicator with a leadership style that is participatory, team-oriented and engaging. As an experienced and effective team builder, you will have coordinated, directed and managed the work of others while developing and implementing a strategic vision across your current organization.

The ideal candidate is an accomplished, results-driven executive who has exceptional leadership, communication and interpersonal skills. Candidates should have a proven track record of building strong, collaborative relationships with stakeholders of all kinds, including residents, businesses, elected officials, and other professional staff. Candidates should also be comfortable working in a fast paced environment and have the capacity to drive forward with high priority initiatives while managing daily workload.

A Bachelor's degree in aviation management, public administration, business, or related discipline is required, as is a minimum of 5 to 7 years of airline/airport experience.

Salary & Benefits



The annual salary range for the Deputy Director of Marketing and Air Service Development is $74,916 to $139,020.

This salary is supplemented by an attractive benefits package that includes but is not limited to:

Health Insurance –There is a choice of four medical plans three HMOs and one PPO. The employee pays 10% of employee-only coverage, 15% of employee-plus-one-dependent coverage, and 20% of family coverage.

Dental Insurance – The City offers a choice of two voluntary dental plans. One plan is a DMO and the other is an indemnity plan.

Vision Insurance – The City provides a free discount plan in addition to an employee-paid insurance plan. All eligible employees and their dependents that do not enroll in the insurance plan will automatically be enrolled in the VSP Access discount program. The benefits of the VSP Value plan are greater.

Basic Term Life Insurance – The City provides one times [1x] the employee's base annual salary, rounded to the highest $500, in term life insurance coverage at no charge to the employee.

Leave – Generous vacation, executive leave and holiday package

Deferred Compensation – 457(b) plan available

Pension Plan – Eligible employees become members of the Kansas City, Missouri Employees' Retirement System on the first day of employment.

Additional programs – short and long-term disability insurance, flexible spending account, supplemental and dependent life insurance

How to Apply



A. Please submit, in PDF format, a cover letter, resume and at least five professional references with phone and email address, including your working relationship to them, to ADK Executive Search at: MCI@adkexecutivesearch.com

B. Your submission ***(in PDF format)*** should also include a separate supplement with your responses to the following:

1. In your airline/airport air service development experience, what has been your greatest success? What were the reasons this project was successful?
2. Describe your direct experience in working with groups such as airlines, tenants, public agencies (federal, state and local) and other regional contacts.
3. This position requires the ability to develop and make persuasive presentations, to small as well as large groups, by exercising strong oral and written communication skills. Explain how this may describe you.
4. Why do you think the job of Deputy Director of Marketing and Air Service Development is right for you?

C. Please complete the online ADK employment application form at: **ADK Application Form** *(this is a secure link).*

Filing Deadline: Monday, January 27, 2014
Only complete electronic submissions will be considered.

Kansas City International Airport is an equal opportunity employer.

Email Questions to: MCI@adkexecutivesearch.com.