



Job Title: Marketing and Events Coordinator

Location: Pryor Field Regional Airport – Tanner, Alabama

Reports To: Airport Director

Employment Type: Full-Time (Remote/On-Site with Travel Required – North Alabama Candidates Only)

Schedule: Variable

Salary: Based on Qualifications (Exempt)

### **Position Overview:**

The Pryor Field Airport Authority is seeking a dynamic, detail-oriented Marketing and Events Coordinator to support the promotion and public engagement initiatives of one of North Alabama's key regional airports. This role is responsible for planning, executing, and evaluating marketing strategies and events that enhance the airport's visibility, community relations, and overall growth.

### **Key Responsibilities:**

- Develop and implement verbiage for marketing campaigns across digital, print, and social media platforms as well as create press releases and videos to promote the airport and its services.
- Plan, coordinate, and execute airport and community events, including but not limited to airshows, open houses, ribbon cuttings, and stakeholder meetings.
- Maintain and update the airport's website and social media accounts.
- Coordinate with vendors, sponsors, and media contacts to ensure successful event outcomes.
- Foster partnerships with local businesses, aviation stakeholders, and community organizations.
- Monitor marketing analytics and adjust strategies based on performance.
- Represent the Airport Authority at external meetings and events as needed.
- Assist with general administrative tasks and provide support to the Airport Director as needed.

### **Qualifications:**

- Bachelor's degree in Marketing, Communications, Public Relations, Event Management, or a related field (or equivalent experience).
- Proficiency in social media management, Mailchimp, and Microsoft Office Suite required.
- 5+ years of experience in marketing, communications, or event coordination required.
- Excellent verbal and written communication skills.
- Strong organizational skills and attention to detail.
- Ability to manage multiple projects and meet deadlines.
- Aviation industry experience is a plus but not required.
- Must possess Alabama Driver's License.

### **Benefits:**

- Retirement (Defined Benefit).
- Health Insurance.
- Dental and Vision Insurance.
- Life Insurance.
- Paid Time Off (PTO).
- Flexible Work Schedule.

### **To Apply:**

Submit your resume, cover letter, and any relevant portfolio materials to [afox@flydcu.com](mailto:afox@flydcu.com).