

Chief Business Development Officer

The Northwest Arkansas Regional Airport Authority (Airport) seeks a focused, high-energy professional with a passion for driving utilization of the Airport as a resource to promote regional growth and effectively serve the Northwest Arkansas region.

The Chief Business Development Officer (CBDO) is a senior leadership position at the Airport, reporting directly to the Chief Executive Officer (CEO). Along with the Chief Operating Officer (COO) and the Chief Financial Officer (CFO), the CBDO participates in major decisions and helps guide the strategic direction of the Airport within the parameters set by the Board of Directors. The CBDO develops strategic and tactical plans to retain and grow airline service and passenger travel through the Northwest Arkansas Regional Airport. The position is responsible for developing and implementing plans to create mutually-beneficial industry partnerships with the goal of better serving the region and enhancing economic development.

A key role for the CBDO is heading up the Airport's air service development efforts, including the recruitment of additional airlines and the expansion of routes for existing airlines. The goal of these efforts is to improve service to the region and increase competition to help lower airfares and gain Airport utilization by leisure travelers.

The CBDO will serve as one of the key faces of the Airport within the community. The role is responsible for maintaining and strengthening relationships with local, state and national elected officials and personally handling or coordinating governmental relations at all levels. This will include monitoring legislation that may affect the Airport and, when helpful, shepherding bills through the legislative process to become law.

The position will personally serve as or oversee the role of Public Information Officer, maintaining relationships and communication with the media and maximizing the opportunity for earned media.

The CBDO is responsible for developing and implementing comprehensive marketing strategies, programs, and plans with the goal of increasing utilization of the Airport. This effort will involve development of the Airport (XNA) brand, building relationships with and responding to the needs of business and leisure travelers, and exploring and fully developing prospective opportunities for cargo activities at the Airport. The position is also responsible for developing an advertising plan, utilizing social media and other tools to build the XNA brand and grow enplanements and revenues.

The CBDO will develop and execute a strategy to attract both aeronautical and non-aeronautical tenants to the Airport and surrounding Airport-owned land. He or she will oversee the leasing process and build and maintain relationships with new and existing prospects and tenants to promote complementary commercial development around the Airport.

The CBDO position is a newly-created position at XNA. It is essential that the chosen candidate possess an independent drive and vision for building the position into a valuable role that leads to growing revenues and an ever-improving customer experience.

Minimum qualifications:

- Bachelor's Degree in any field that provides a solid foundation for performing the position functions
- 10+ years in progressively responsible experience culminating in strategic business development
- 5+ years of management/supervisory experience
- Experience in sales, customer relationship building, lobbying, public relations or public information

Preferred qualifications:

- Advanced Degree in Business, Law, Economics or other related field
- Experience in building teams within a public relations, sales or lobbying organization or division

How to apply:

Please email a cover letter and resume to Bridget Pitcock at Bridget.Pitcock@flyxna.com

The position is open until filled.