

Appendix A  
Paulding County Airport Authority  
Marketing and Communications Coordinator (P/T)  
Job Description

Status: Part-Time (Approximately 20 hours per week)  
FLSA: Non-Exempt  
Work Location: Hybrid  
Compensation: \$20.00-\$28.00 per hour (DOE)

**Please email resumes to [yolanda.newell@pauldingairport.com](mailto:yolanda.newell@pauldingairport.com).**

The Marketing and Communications Coordinator is responsible for outreach, branding, and engagement efforts for the Paulding Northwest Atlanta Airport. This role focuses on promoting airport projects, goals, services, and benefits to both the aviation and non-aviation communities. The Marketing and Communications Coordinator will engage with a diverse array of audiences, including airport tenants & users, government officials, and the public.

Specific duties and responsibilities include the following:

1. Support marketing initiatives that tell the Airport's story and establish goodwill in the aviation and local communities.
2. Develop content highlighting airport infrastructure projects, airport statistics, and current & future goals of the airport.
3. Assist with marketing efforts to attract and retain aviation businesses, based aircraft, and transient traffic.
4. Create and manage content for the airport's website, email newsletters, and social media platforms with a focus on aviation and airport operations.
5. Draft and edit materials including press releases, tenant spotlights, pilot information, NOTAM-related communications, airport operational notifications, and event promotions.
6. Ensure messaging aligns with airport branding, FAA guidelines (as applicable), and local government communications standards.
7. Coordinate promotional efforts with airport tenants such as FBOs, flight schools, aircraft maintenance providers, charter operators, and hangar tenants.
8. Support outreach related to aviation events including fly-ins, open houses, airport appreciation days, and educational tours.
9. Assist with communications that support good neighbor initiatives and community awareness of airport operations and benefits.
10. Work with website developer to maintain website content related to pilot resources, airport diagrams, fuel information, minimum standards, and tenant directories on the airport's website

11. Manage social media calendars and monitor engagement related to aviation activities and airport events.
12. Assist with media coordination for aviation-related announcements and community interest stories.
13. Assist with purchase of airport promotional materials (“swag”)
14. Track marketing-related expenses and assist with budget-conscious planning
15. Support special projects related to airport development, tenant recruitment, and community outreach as assigned by airport management

## **Minimum Qualifications:**

### **Education and Experience:**

- 1–3 years of marketing, communications, or digital media experience preferred
- Bachelor’s degree in marketing, communications, public relations, aviation management, **or** equivalent experience
- Strong writing and editing skills, with the ability to translate aviation terminology into clear, public-friendly messaging
- Familiarity with general aviation environments, airport operations, or aviation organizations is strongly preferred
- Experience with social media platforms, content management systems, and basic graphic design tools (e.g., Canva, Adobe)
- Ability to work independently in a small airport staff environment
- Possession of or ability to readily obtain a valid driver’s license issued by the State of Georgia for the type of vehicle or equipment operated
- Favorable background history as determined by review of local, State and Federal records.

### **Knowledge, Skills, and Abilities:**

#### **Knowledge of:**

- Basic knowledge of general aviation airport operations, services, and stakeholders
- Understanding of marketing and communications principles, including branding, content development, and audience-targeting
- Familiarity with digital marketing tools and platforms such as websites, email marketing systems, and social media channels
- Awareness of aviation terminology, airport layout and infrastructure, and common airport services
- Knowledge of community relations and public-sector or quasi-government communications practices is preferred
- General understanding of FAA, state aviation, or local government communication considerations is a plus

**Skill in:**

- Strong written communication skills with the ability to translate technical or aviation-related information into clear, engaging messaging for the public
- Effective verbal communication skills for working with airport management, tenants, pilots, community partners, and media contacts
- Content creation skills including writing, basic graphic design, photography, and social media management
- Organizational and time-management skills to balance multiple priorities in a part-time environment
- Attention to detail and ability to maintain consistent branding and messaging across platforms.
- Proficiency with common office software and marketing tools (e.g., Microsoft Office, Google Workspace, Canva, Adobe, CMS platforms).
- Ability to track engagement metrics and assist with basic performance reporting.

**Mental and Physical Abilities:**

- Ability to work independently with minimal supervision while coordinating closely with airport management.
- Ability to learn and apply aviation concepts and terminology quickly.
- Ability to communicate effectively with diverse audiences, from aviation professionals to non-aviation community members.
- Ability to manage confidential or sensitive information appropriately.
- Ability to support event promotion and outreach efforts, including occasional evening or weekend activities.
- Ability to adapt messaging in response to operational changes, airport initiatives, or community concerns.

**Physical Demands and Work Environment:**

- This position requires the ability to sit, stand, and walk for extended periods of time.
- Occasional lifting of materials such as marketing supplies, signage, or event materials weighing up to approximately 25 pounds.
- Ability to communicate effectively in person, by phone, and electronically.
- Work is primarily performed in an office setting, with periodic work in airport operational areas
- Regular exposure to outdoor weather conditions when attending events, conducting site visits, or supporting outreach activities.
- May be exposed to noise from aircraft operations and ground support equipment.
- Interaction with airport tenants, pilots, contractors, and members of the public is routine.
- Occasional evening or weekend work may be required to support aviation events, community outreach, or airport initiatives.
- Adherence to airport safety procedures, access controls, and operational protocols is required at all times.