Name			
Position Title	Deputy Director - Airport	**Department**	La Crosse Regional Airport
FLSA	Exempt	**Reports To**	Director of La Crosse Regional Airport
Pay Grade	16	**Unit**	Non-represented

Purpose of Position

The purpose of this position is to assist the Director of the La Crosse Regional Airport in planning, directing and evaluating the overall operations, business activities and strategic development of the La Crosse Regional Airport. The Deputy Director provides leadership across airport operations, maintenance, business and economic development, air service development, and regulatory compliance to ensure the safe, secure, efficient and financially stable operation of an FAA primary non-hub commercial service airport. Works under limited supervision of the Director and assumes additional supervisory responsibilities in the absence of the Director.

Distinguishing Characteristics
Incumbents shall plan, direct and supervise the day-to-day activities of the La Crosse Regional Airport while ensuring safe, efficient and effective operations of all airport users. Ensures activities are performed within regulatory requirements with a focused attention on safety, security, business operations, financial constraints, and long-term strategic plan accomplishments.

Essential Duties & Responsibilities

The following duties are normal for this position. The duties and responsibilities are not toe be construed as exclusive or all-inclusive. Other duties may be required and/or assigned.

- Plans, directs, and supervises day-to-day activities of the airport, including airport operations and maintenance coordination, parking operations, terminal custodial functions, airport volunteer program, and other assigned business units.
- Ensures compliance with applicable Federal Aviation Administration (FAA) and Transportation Security Administration (TSA), along with other associated Federal, State, and local regulations, polices, and procedures.
- Serves as Airport Security Coordinator, or Alternate as designated by the Airport Director; coordinates, implements, and monitors airport security, public safety, first aid, and access control programs, including audits, inspections, training, reporting, and response to alarms, breaches, or infractions.
- Authors, coordinates, implements, and monitors the airport security badging program. Ensures compliance with TSA regulations ensuring logs, inspections and audits are completed within guidelines. Trans staff and provides trusted agent training for security sensitive information.
- Assists the Airport Operations Manager in authoring, coordinating, implementing, and monitoring federally required airport programs and documents including the Airport Emergency Plan, Airport Certification Manual, Airport Security Program, and Safety Management System; ensures compliance with associated regulations and accuracy of reports.
- Authors, coordinates, implements, and monitors federally regulated programs and documents including the Airport Pandemic Plan, Tarmac Delay Plan, Disadvantaged Business Enterprise (DBE) program, and Passenger Facility Charge (PFC) program; ensures compliance with associated regulations and accuracy of required reports.
- Assists the Airport Operations Manager and Airport Maintenance Manager in overseeing the safe and secure operation and maintenance of runways, taxiways, ramps, roads, grounds, grounds, and buildings; ensures inspections are completed, deficiencies are identified, and corrective actions are prioritized and completed in a timely manner.
- Assists the Director in ensuring the safe and efficient operation of the airport, overseeing, supervising, reporting, modifying, and monitoring the compliance of all programs, including but not limited to, the hazardous materials

program, storm water pollution prevention plan, spill prevention, control, and countermeasure plan, fueling, wildlife hazard management plan, airfield condition reporting, and airfield self-inspection program.
- Maintains advanced knowledge of air traffic control terminology and radio procedures.
- Assists the Airport Operations Manager and Airport Maintenance Manager in the supervision of Project Manager's and construction firms working on the airport property.
- Develops, updates, and recommends standard operating procedures, work rules, policies, and administrative processes to improve safety, compliance, operational efficiency, and customer service.
- Assists the Director in the overall administration of the airport and acts on behalf of the Director in their absence.
- Develops and implements strategies to maintain and/or attract new airlines/routes, cargo carriers, and other aviation-related businesses; conducts market research and analysis to identify trends and opportunities for growth.
- Plans, develops, and implements a comprehensive airport marketing and air service development program; prepares materials for briefings made to airlines, communities, and various associations.
- Attends air service development conferences and airline meetings.
- Serves as Public Information Officer (PIO) for airport communications.
- Identifies and pursues opportunities to maintain and/or develop new revenue sources including leasing of airport properties to support development, retail, food and beverage operations, vehicle parking operations, and other non-aeronautical revenue sources.
- Assists the Director by participating in the negotiation of leases and drafting contract language, Requests for Proposals, Requests for Qualifications, service providers, land leases, hangar leases, operating agreements, and other agreements such as airline, car rental agencies, and other airport tenants.
- Monitors, tracks, negotiates, and administers leases, contracts, permits, concessions, operating agreements, airline agreements, land leases, hangar leases, rental car agreements, service provider contracts, and other business agreements; ensures compliance with business terms, insurance requirements, CPI adjustments, renewal dates, and operational provisions.
- Participates in the development and administration of the airport's operating and capital budgets by researching and compiling information, monitoring revenues and expenses, providing recommendations, and ensuring expenditures remain within approved budget limitations and strategic plan objectives.
- Participates in the development and review of the Airport Master Plan and State of Wisconsin Plan. Assists in land acquisition and petitioning or funds, ensures compliance with departmental policies and procedures and local, state, and federal rules and regulations.
- Monitors and recommends actions related to airport revenues, expenses, rates, and fees; performs or oversees day-to-day accounts receivable and accounts payable functions in accordance with City Finance department recommendations.
- Plans, develops, implements, and evaluates the airport marketing, advertising, communication, and customer retention initiatives, including airport rewards programs, terminal advertising, social media, and other outreach efforts designed to increase awareness, customer loyalty, and airport utilization.
- Manages airport business data and analytical systems, including airline enplanements, deplanements, charter activities, tower operational counts, rental car, gift shop, public parking lot, and restaurant activity; prepares reports and recommendations based on analysis.
- Communicates with media, customers, passengers, tenants, regulatory entities, community partners, and the general public through formal and informal methods including presentations, press releases, correspondence, digital platforms, and public meetings.
- Maintains confidentiality of proprietary information and employee personnel and medical information.
- Manages information technology (IT) infrastructure and provides 24/7 monitoring and response to system outages and malfunctions.
- Maintains regular and predictable on-site attendance.

Additional Duties & Responsibilities

While the following tasks are necessary for the work of the department, they are not an essential part of the purpose of this position and may also be performed by other department staff.

- Attends necessary meetings, training and professional development activities.
- Performance general administrative or office support functions as necessary, including greeting customers, answering phones, distributing materials, filing documents, reporting data and drafting reports.
- Monitors and responds to terminal door alarms as required.

- Represents the airport in media communications and public relations capacities.
- Performs any and all related functions as assigned.

Minimum Training & Experience Requirements

- Bachelor's degree in Aviation Management, Business Administration, Public Administration, Marketing, or a closely related field required.
- Four (4) to six (6) years of progressive experience in airport management, airport operations or related field, including supervisory responsibilities or demonstrated leadership experience.
- Must demonstrate proficient use of computers, to include word processors, spreadsheets, and specialized systems such as the NOTAM Management Service.
- Valid, unrestricted driver's license required.
- Certified Member from the American Association of Airport Executives required within one (1) year of hire.
- Ability to pass a background check to obtain and maintain a Security Identification Display Area (SIDA) badge is required for airport access.

Physical & Mental Requirements

Language Ability and Interpersonal Communication

- Ability to comprehend and interpret a variety of documents including: Local Ordinances, state statues, training reports, emergency and security directives and manuals, policy and procedure manuals, FAA and TSA regulations, and other data.
- Ability to prepare a variety of documents including annual reports, various financial forms, journal and inspections forms, etc.
- Ability to analyze and categorize data and information in order to determine the relationship of the data with reference to established criteria/standards. Ability to compare, count, differentiate, measure, assemble, copy and record information. Ability to classify, compute and tabulate data.
- Ability to utilize a wide variety of descriptive data and information such as regulations, invoices, time sheets, billing statements, statistical summaries, meeting agendas, meeting minutes, FAA manuals, regulations, employee handbook, work schedules, non-routine correspondence and computer software operating manuals.
- Communicate in writing and orally in a clear manner with employees and members of the public, representatives of the FAA, TSA, NTSB, and other law enforcement agencies, including the Secret Service, State Troopers, and local law enforcement.
- Ability to counsel, treat, mediate, and/or provide first line supervision. Ability to persuade, convince, and train others. Ability to advise and provide interpretation regarding the application of policies, procedures, and standards to specific situations.

Mathematical Ability

- Ability to calculate addition, subtraction, multiplication, division, percentages, fractions, decimals, volumes, ratios, present values and spatial relationships. Ability to interpret basic descriptive statistical reports.

Judgement and Situational Reasoning Ability

- Ability to use functional reasoning and apply rational judgment in performing diversified work activities.
- High ability to exercise the judgment, decisiveness, and creativity required in situations involving the evaluation of information against sensory and/or judgmental criteria, as opposed to criteria which are clearly measurable.
- Ability to maintain professionalism, integrity, and credibility in confrontational situations.

Physical Ability

- Ability to operate, maneuver and/or steer equipment and machinery requiring simple or continuous adjustments such as motor vehicles, radio communication equipment, computer terminal, telephone/cellphone, photocopier, camera and badging systems.

- Ability to coordinate eyes, hands, feet and limbs in performing movements requiring high skills such as using long firearms and pyrotechnics.
- Ability to exert physical effort in work, typically involving some combination of climbing, crawling, stooping, kneeling, crouching, lifting, carrying, pushing and pulling.
- Ability to recognize and identify degrees of similarities or differences between characteristics of colors, shapes, sounds and odors associated with job-related objects, materials, and tasks.
- Ability to visualize aircraft position and flight path.
- Ability to sustain prolonged visual and audio concentration.

Environmental Adaptability

- Ability to work under conditions which require exposure to environmental factors such as temperature variations and extremes, loud sounds, odors, toxic agents, machinery, traffic hazards, wetness and /or dust. This exposure may cause some discomfort and presents a risk of injury.

The City of La Crosse is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.