

Director of Public Communications

Under the direction and supervision of the Chief Executive Officer, the successful candidate shall be responsible for:

1. Media & Public Communications

- Act as the spokesperson for the airport in the absence of the CEO. Respond to media inquiries.
- Develop and distribute press releases regarding airport operations, expansions, or incidents.
- Organize press conferences for major announcements, such as new routes or airline partnerships.
- Maintain strong relationships with journalists, travel bloggers, and aviation media outlets.

2. Passenger Engagement & Customer Relations

- Oversee public communication channels, including social media, website, and customer service hotlines.
- Address passenger concerns, complaints, and inquiries in a timely and professional manner.
- Develop campaigns to educate travelers about airport security, baggage policies, and new facilities.
- Implement crisis communication strategies for flight delays, cancellations, and emergencies.

3. Stakeholder & Airline Relations

- Maintain strong communication with airlines, government agencies, and airport authorities.
- Assist in negotiations and partnerships with airlines to promote new routes.
- Represent the airport in meetings with tourism boards, travel agencies, and industry groups.

4. Crisis & Emergency Communication

- Develop and implement crisis communication plans for emergencies, such as accidents, weather disruptions, or security threats.
- Coordinate with emergency response teams and law enforcement for timely public updates.
- Ensure transparency while managing sensitive information during crises.

5. Community & Corporate Social Responsibility (CSR)

- Organize outreach programs to strengthen relationships with the local community.
- Promote airport-sponsored environmental initiatives and sustainability programs.
- Handle complaints and concerns from nearby residents regarding noise pollution and expansions.

6. Digital & Social Media Management

- Monitor and manage social media channels to share updates, engage with travelers, and address concerns.
- Develop digital marketing campaigns promoting new destinations, airport facilities, and special offers.
- Use analytics to track customer sentiment and improve communication strategies.

7. Event & VIP Coordination

- Plan and manage public events, such as new airline launches, ribbon-cutting ceremonies, and airport anniversaries.
- Coordinate with government officials, celebrities, and business leaders traveling through the airport.
- Arrange hospitality services for VIP passengers and dignitaries.

8. Brand & Reputation Management

- Maintain a positive image of the airport through consistent messaging and media engagement.
- Monitor online reviews, news reports, and public sentiment to address potential PR issues.
- Develop campaigns highlighting airport innovations, passenger experience improvements, and safety measures.