



Director of Marketing & Communications

The New Orleans Aviation Board (NOAB) oversees the operation of Louis Armstrong New Orleans International Airport (MSY) as an unattached board of the City of New Orleans. The nine-member board is appointed by the Mayor of New Orleans and confirmed by the City Council. Together with board leadership, NOAB staff provides strategic direction, financial stewardship, and oversight to ensure MSY delivers world-class service.

MSY is the primary commercial airport for the Gulf South region and a vital economic engine for Louisiana serving nearly 85% of people traveling in and out of the state. In 2019, the Airport opened a new 35-gate terminal that redefined the passenger experience with modern amenities, over 50 concessions, and a design that reflects the spirit of New Orleans. Since then, MSY has earned international recognition, including being named Best Airport in North America for its size category four years in a row by Airports Council International-World's Airport Service Quality survey program.

Conveniently located just 15 minutes from downtown New Orleans and the historic French Quarter, MSY serves as the gateway to one of the world's most iconic cities. Looking ahead, NOAB is committed to preparing for the future by investing in infrastructure, enhancing customer experience, and ensuring the Airport continues to provide safe, efficient, and first-class service to millions of travelers each year.

General Summary:

The Director of Marketing & Communications serves as the strategic department leader responsible for enhancing the brand, reputation, and public engagement of Louis Armstrong New Orleans International Airport. This role oversees comprehensive marketing initiatives, public relations, digital communications, and community outreach programs that position MSY as a premier gateway to New Orleans while supporting passenger growth, airline partnerships, and economic development objectives.



Responsibilities:

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

Strategic Marketing & Brand Management

- Develop and execute comprehensive marketing strategies to promote MSY as a world-class airport and cultural gateway to New Orleans
- Oversee brand positioning, messaging, and visual identity across all touchpoints
- Lead market research and analysis to identify growth opportunities and passenger trends
- Collaborate with airlines, tourism partners, and economic development organizations to drive route development and passenger traffic
- Manage marketing budgets and measure ROI across all campaigns and initiatives

Communications & Public Relations

- Serve as spokesperson for the airport, managing media relations and crisis communications
- Develop and implement internal and external communication strategies
- Support government affairs related public engagement
- Manage relationships with local, regional, and national media outlets

Digital Marketing & Technology

- Oversee social media presence and digital content strategy across all platforms
- Lead digital marketing initiatives including social media strategy, website management, SEO/SEM, and online advertising
- Implement data-driven marketing approaches using analytics and customer insights
- Manage email marketing, mobile app promotion, and digital passenger services communication

Team Leadership & Collaboration

- Lead and develop a team of marketing and communications professionals
- Collaborate with airport operations, air service, concessions, parking, planning/construction and other departments
- Work closely with the executive leadership team
- Manage relationships with external agencies, vendors, and creative partners

Community & Stakeholder Engagement

- Represent the airport at community events and stakeholder meetings
- Maintain partnerships with tourism, economic development and other community agencies
- Support and/or develop workforce development and community outreach programs
- Coordinate special events, grand openings, and ceremonial activities



Skills in:

- Exceptional written and verbal communication skills
- Strong media relations and public speaking abilities
- Proficiency in digital marketing tools, analytics platforms, and social media management
- Crisis communication and reputation management experience
- Budget management and ROI analysis capabilities
- Strategic thinker with strong execution capabilities
- Collaborative leadership style with ability to influence across organizations
- Adaptability in fast-paced, dynamic environment
- Stakeholder management skills

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, Business, Public Administration or related field and/or 8-10 years of progressive marketing and communications experience
- 5+ years in leadership roles managing teams and budgets
- Experience in aviation, transportation, hospitality or tourism industries strongly preferred
- Proven track record in brand management and integrated marketing campaigns
- Candidates must pass a personal, criminal, and employment background check required under federal regulations. Persons who have been charged or convicted of a disqualifying criminal offense will not be considered. For more information regarding the Transportation Security Administration's disqualifying offenses, please see: <https://www.tsa.gov/disqualifying-offenses-factors>
- Preferred experience: Airport or aviation industry experience, experience with capital project communications (construction, renovations, expansions), and knowledge of tourism and hospitality marketing in the Gulf South region.
- The NOAB has a comprehensive program of substance abuse testing. Candidates for employment will undergo pre-employment substance abuse screening.
- **DOMICILE** requirements are currently waived for the purpose of application. However, full time Aviation employees hired on or after 01/01/2013 are required to establish domicile in Orleans Parish within 180 days of hire or they may reside within a 10-mile radius of Armstrong International Airport.
- A valid driver's license. Applicants must be eligible for coverage under the Airport's auto liability insurance policy.



Compensation/Benefits:

- This is an unclassified position.
- Salary range: Salary range for this position is \$92,845 to \$105,126 depending on experience, plus City of New Orleans benefits including a Pension, Health Insurance (hospitalization, prescription coverage, vision, dental) for you and your family, approximately 14 paid holidays, longevity pay, free life insurance, sick leave, paid vacation, and free employee parking.
- Work Location: Louis Armstrong New Orleans International Airport, Kenner, LA

Application Process:

Please email resume, cover letter indicating your interest in the position and how your experience will complement the position by email to the Human Resources Department at the Airport, Attn: Natika Vassel, Airport Assistant Services Manager, Human Resources Department, New Orleans Aviation Board, natikav@flymsy.com.

Please, no telephone calls.

Application deadline: Until Position Is Filled

Louis Armstrong New Orleans International Airport is an Affirmative Action/Equal Opportunity Employer

Confidentiality Disclaimer

Applicants are hereby notified that applications for public employment in Louisiana are "public records", and are subject to disclosure under La. R.S. 44:1 et seq. and La. Const. Article 12. Section 3.

NOAB and TSA regulations for this position require a ten-year personal, criminal and employment background check.