

# ***RESOLUTION NO.: 62—2024-25***

TO THE HONORABLE, THE OUTAGAMIE COUNTY BOARD OF SUPERVISORS

LADIES AND GENTLEMEN:

***MAJORITY***

1           The County Executive has requested the following grade change, and the same has been made  
2           a part of the 2025 County Executive Budget:

3  
4                           Department: Appleton International Airport  
5                           Position: (1) Full-time Marketing & Brand Manager  
6                           Grade Change: From Exempt 145 to Exempt 160  
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8           NOW THEREFORE, the undersigned members of the Legislative/Audit and Human Resources  
9           Committee recommend adoption of the following resolution.

10           BE IT RESOLVED, that the Outagamie County Board of Supervisors does hereby and herewith  
11           authorize and approve of amending the Wage Scale for the Appleton International Airport, cost center  
12           5000110, by changing the Marketing & Brand Manager from Exempt 145 to Exempt 160 effective January  
13           1, 2025 as described in the Position Classification/Grade Change Form, Position Description, and Table  
14           of Organization which by reference are made a part hereof, and

15           BE IT STILL FURTHER RESOLVED, that the fiscal change has been included in the  
16           aforementioned budget as well as attendant budget expenditures and revenues as are detailed in the  
17           attached, and

18           BE IT FINALLY RESOLVED, that the Outagamie County Clerk be directed to forward a copy of  
19           this resolution to the Outagamie County Human Resources Director and the Appleton International  
20           Airport Director.

21           Dated this \_\_\_\_\_ day of November 2024

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Respectfully Submitted,

LEGISLATIVE/AUDIT & HUMAN RESOURCES  
COMMITTEE

\_\_\_\_\_  
Cathy Spears

\_\_\_\_\_  
Sara MacDonald

\_\_\_\_\_  
Ryan Ferguson

\_\_\_\_\_  
John Kostelny

\_\_\_\_\_  
Sarah Weinberg

Duly and officially adopted by the County Board on: \_\_\_\_\_

Signed: \_\_\_\_\_  
Board Chairperson

\_\_\_\_\_  
County Clerk

Approved: \_\_\_\_\_

Vetoed: \_\_\_\_\_

Signed: \_\_\_\_\_  
County Executive

<b>POSITION CLASSIFICATION/GRADE CHANGE FORM - 2025 BUDGET</b>	
<b>Completion Checklist</b>	
<ul style="list-style-type: none"> <li>o A visual of your proposed Table of Organization</li> <li>o Job description for the position requested below, highlighting any changes from current JD</li> <li>o New McGrath Consulting Position Questionnaire with details of how position has changed</li> </ul>	
<b>Request Details</b>	
Effective Date of Requested Change:	<b>1-Jan-25</b>
Department:	<b>Airport</b>
Department Head:	<b>Abe Weber</b>
Cost Center Number:	
Position Title:	<b>Marketing &amp; Brand Manager</b>
Current Classification: Exempt (Salaried) or Non-Exempt (Hourly):	<b>Exempt</b>
Proposed Classification: Exempt (Salaried) or Non-Exempt (Hourly):	<b>Exempt</b>
Current Pay Grade of Position:	<b>145</b>
Proposed Pay Grade of Position:	<b>160</b>
New Step(s) in New Grade:	<b>1</b>
Number of Employees: <i>(if more than 1, complete the "Multiples" worksheet)</i>	<b>1</b>
<b>Reclass Justification</b>	
Briefly summarize why this Classification Change is needed, as well as areas of revenue and savings.	
<p>Due to Airport growth, the need for Marketing expands as well. The Marketing and Brand Manager is responsible for creating and implementing strategic marketing plans to enhance the airport's brand identity, increase passenger engagement, manage the marketing budget, and drive the airport's growth. This role requires a creative, analytical thinker with strong leadership skills, plus a deep understanding of market trends and consumer behavior.</p>	
<b>Employee Impacted By This Change (if no one in position - leave blank)</b>	
Hollie Foley (Raab)	
<b>Fiscal Data</b>	
How will this position change be funded (choose from drop-down list)?	<b>Levy Only</b>
<b>NET PROJECTED 2025 EXPENDITURES</b> - Amounts must agree to amounts included in the proposed budget.	
Salary	\$ 11,794
Fringe Benefits	\$ 1,862
Other (Describe):	\$ -
Other (Describe):	\$ -
<b>TOTAL EXPENDITURES</b>	<b>\$ 13,656</b>
<b>COST SAVINGS OR INCREASED REVENUES:</b>	
Please list below the additional revenues pertaining to this position and/or cost savings (reductions in expenditures) that will be shown in the budget.	
<i>Description</i>	<i>Dollar Value (enter as negative)</i>
	\$ -
	\$ -
	\$ -
<b>TOTAL COST SAVINGS/REVENUES</b>	<b>\$ -</b>
<b>NET COUNTY COST (Levy/Fund Balance)</b>	<b>\$ 13,656</b>

<b>TO BE COMPLETED BY HUMAN RESOURCES:</b>	
Reviewed by HR	

Marketing and Brand Manager

Position Purpose

The Marketing and Brand Manager is responsible for creating and implementing strategic marketing plans to enhance the airport's brand identity, increase passenger engagement, manage the marketing budget, and drive the airport's growth. This role requires a creative, analytical thinker with strong leadership skills, plus a deep understanding of market trends and consumer behavior. Additionally, this role includes managing marketing staff in charge of social media, communications, and marketing programs.

Key Responsibilities

The following duties are most critical for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- **Brand Strategy and Management:**
  - Develop and implement comprehensive brand strategies to increase brand awareness and loyalty to the ATW brand.
  - Ensure brand consistency across all marketing channels and communications.
  - Oversee the creation and maintenance of brand guidelines and assets.
- **Budget Management**
  - Manage airport marketing budget over \$1,000,000, ensuring effective allocation and utilization of resources.
  - Monitor expenditures, activities, and programs, maximize return on investment, and ensure all marketing activities stay within budget.
- **Marketing Campaigns:**
  - Plan, execute, and optimize multi-channel marketing campaigns to drive passenger acquisition and retention.
  - Collaborate with cross-functional teams to create compelling content and marketing materials.
  - Monitor and analyze campaign performance, providing insights and recommendations for improvement.
- **Market Research and Analysis:**
  - Conduct market research to identify trends, opportunities, and competitive landscape.
  - Analyze passenger behavior and feedback to inform marketing strategies.
  - Use data-driven insights to measure the effectiveness of marketing efforts and adjust tactics accordingly.
- **Digital Marketing:**
  - Manage digital marketing initiatives, including SEO, SEM, social media, email marketing, and content marketing.
  - Oversee the airport's online presence and ensure effective digital engagement with target audiences.
  - Utilize analytics tools to track and report on digital marketing performance.
- **Passenger Experience Enhancement:**
  - Develop and implement strategies to improve passenger experience and satisfaction.
  - Collaborate with operations and customer service teams to address passenger needs and preferences.
  - Create and promote loyalty programs and other initiatives to enhance passenger retention.

- Community and Stakeholder Engagement:
  - Foster positive relationships with community partners, airlines, and other stakeholders.
  - Coordinate community outreach and public relations activities to promote the airport.
  - Represent the airport at industry events, conferences, and other public forums.
- Event Planning and Execution:
  - Plan, coordinate, and execute airport events, including grand openings, holiday events, press conferences, and community outreach programs.
  - Ensure all events align with the airport's branding and strategic objectives.
  - Manage event logistics, budgeting, and coordination with vendors and partners.
- Team Leadership and Collaboration:
  - Lead and mentor a team of marketing professionals, including the Marketing Coordinator and a summer intern, fostering a collaborative and innovative work environment.
  - Provide leadership, guidance, and support to marketing staff, establish goals and objectives for the successful execution of marketing tasks.
  - Work closely with air service, operations, and other departments to align marketing strategies with business objectives.
  - Manage relationships with external agencies and vendors.
- Performs other duties as assigned by Airport Director.

Education/Certifications/Experience Requirements

- Bachelor's degree in one of the following: Communications, Public Relations, Marketing, Journalism, or a related field; MBA or advanced degree preferred.
- Ten years of progressive experience in marketing, brand management, or related role preferably in the aviation or travel industry.
- Must demonstrate strategic vision, marketing and branding ability and leadership qualities.
- Must have above average verbal and written communication skills.

Required or Preferred Skills

- Excellent oral, written and visual communication skills
- Strong understanding of marketing principles, digital marketing, and branding strategies.
- Excellent communication, presentation, and interpersonal skills.
- Proficiency in marketing software and tools (e.g., Google Analytics, CRM systems, social media platforms).
- Creative thinker with the ability to develop innovative marketing solutions.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology
- Ingenuity and inventiveness in the performance of assigned tasks

OUTAGAMIE COUNTY IS AN EQUAL OPPORTUNITY EMPLOYER. IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, THE COUNTY WILL PROVIDE REASONABLE ACCOMMODATIONS TO QUALIFIED INDIVIDUALS WITH DISABILITIES AND ENCOURAGES BOTH PROSPECTIVE EMPLOYEES AND INCUMBENTS TO DISCUSS POTENTIAL ACCOMMODATIONS WITH THE EMPLOYER.

Equipment/Software Needs

FUND: AIRPORT 500

COST CENTER NAME: AIRPORT

DEPARTMENT NAME: AIRPORT

COST CENTER NUMBER: 5000110, 5000119

POSITION COUNT REGULAR POSITIONS:	2022			2023			2024			2025		
	FT	PT	FTE	FT	PT	FTE	FT	PT	FTE	FT	PT	FTE
<b><u>COST CENTER 5000110</u></b>												
ACCOUNTANT	2	0		2	0		2	0		2	0	
AIR SERVICE & BUSINESS DEV. MGR	1	0		1	0		1	0		1	0	
AIRPORT DIRECTOR	1	0		1	0		1	0		1	0	
AIRPORT ELECTRICIAN	1	0		1	0		2	0		2	0	
AIRPORT MAINTENANCE TECHNICIAN	4	0		4	0		4	0		4	0	
AIRPORT OPS. SUPERVISOR	1	0		1	0		1	0		1	0	
AIRPORT OPS. SUPERVISOR - AIRFIELD	1	0		1	0		1	0		1	0	
AIRPORT OPS. SUPERVISOR - LANDSIDE	1	0		1	0		1	0		1	0	
ASSISTANT AIRPORT DIRECTOR	0	0		0	0		1	0		1	0	
CUSTODIAN	7	0		7	0		7	0		7	0	
DIRECTOR OF AIRPORT OPERATIONS	1	0		1	0		1	0		1	0	
DIRECTOR OF FINANCE & ADMINISTRATION	1	0		1	0		1	0		1	0	
EMPLOYEE EXPERIENCE SPECIALIST	1	0		1	0		1	0		1	0	
FACILITIES MAINTENANCE TECHNICIAN I	2	0		2	0		2	0		2	0	
FBO MANAGER	1	0		1	0		1	0		0	0	
MARKETING & BRAND MANAGER	1	0		1	0		1	0		1	0	
MARKETING & COMMS. COORDINATOR	0	0		0	0		1	0		1	0	
MECHANIC	2	0		2	0		2	0		2	0	
OFFICE SPECIALIST	1	0		1	0		1	0		1	0	
SALES & CUSTOMER EXP. SUPERVISOR	1	0		1	0		1	0		1	0	
<b>COST CENTER TOTALS</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>33</b>	<b>0</b>	<b>0</b>	<b>32</b>	<b>0</b>	<b>0</b>

FUND: AIRPORT 500

COST CENTER NAME: AIRPORT

DEPARTMENT NAME: AIRPORT

COST CENTER NUMBER: 5000110, 5000119

**POSITION COUNT**

**REGULAR POSITIONS:**

	2022			2023			2024			2025		
	FT	PT	FTE	FT	PT	FTE	FT	PT	FTE	FT	PT	FTE
<b><u>COST CENTER 5000119</u></b>												
AIRPORT OPERATIONS SPECIALIST	0	0		0	0		0	0		0	0	
AIRPORT OPERATIONS SPECIALIST - LEAD	5	0		5	0		5	0		5	0	
AIRPORT OPERATIONS SUPERVISOR - FBO	3	0		3	0		3	0		3	0	
FBO MANAGER	0	0		0	0		0	0		1	0	
FTE AIRPORT OPERATIONS SPECIALIST	0	0	30.0	0	0	30.0	0	0	4.0	0	0	4.0
FTE AIRPORT OPERATIONS SPECIALIST II	0	0	15.0	0	0	15.0	0	0	15.0	0	0	15.0
FTE OFFICE ASSISTANT	0	0	5.0	0	0	5.0	0	0	5.0	0	0	5.0
<b>COST CENTER TOTALS</b>	<b>8</b>	<b>0</b>	<b>50</b>	<b>8</b>	<b>0</b>	<b>50</b>	<b>8</b>	<b>0</b>	<b>24</b>	<b>9</b>	<b>0</b>	<b>24</b>
<b>TOTAL POSITIONS - REGULAR:</b>	<b>38</b>	<b>0</b>	<b>50</b>	<b>38</b>	<b>0</b>	<b>50</b>	<b>41</b>	<b>0</b>	<b>24</b>	<b>41</b>	<b>0</b>	<b>24</b>

**TEMPORARY POSITIONS:**

**COST CENTER 5000110**

SEASONAL AIRPORT (AS NEEDED)	15	0	0	15	0	0	15	0	0	15	0	0
<b>COST CENTER TOTALS</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>0</b>
<b>TOTAL POSITIONS - TEMPORARY:</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>0</b>

**TOTAL ALL POSITIONS:**

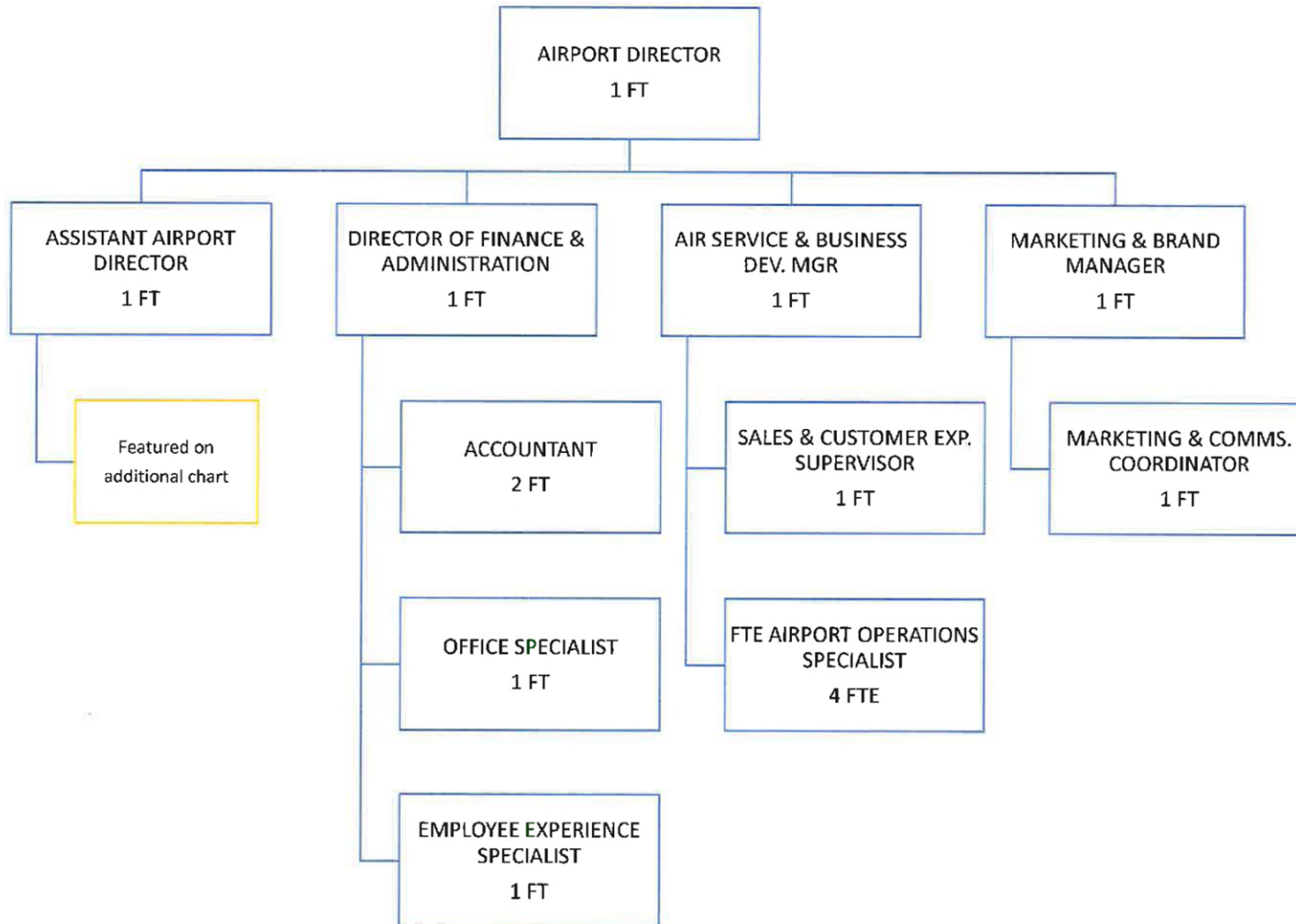
**53    0    50        53    0    50        56    0    24        56    0    24**

FUND: AIRPORT 500

COST CENTER NAME: AIRPORT

DEPARTMENT NAME: AIRPORT

COST CENTER NUMBER: 5000110, 5000119



FUND: AIRPORT 500

DEPARTMENT NAME: AIRPORT

COST CENTER NAME: AIRPORT

COST CENTER NUMBER: 5000110, 5000119

