NORMAN Y. MINETA
SAN JOSE
INTERNATIONAL
AIRPORT

SILICON VALLEY'S AIRPORT

The City of San José's Aviation Department Invites Applications for

Deputy Director of Marketing & Communications

Norman Y. Mineta San José International Airport (SJC)

San José, California

Executive Search Services Provided by ADK Consulting & Executive Search

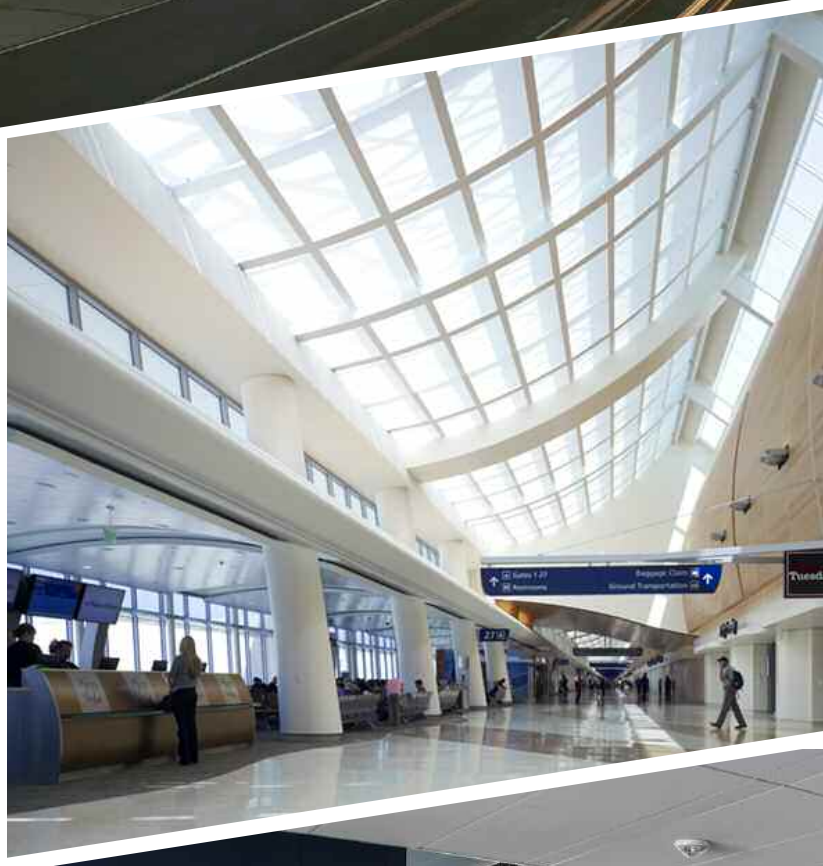
The Airport

The Airport Department has undergone a Strategic Planning effort that will lead the decision-making process into our future. We are looking for team members who can work toward our Mission Statement to “Connect, Serve and Inspire” and our Vision Statement to “Transform the Way Silicon Valley Travels”. We thrive on collaboration, vigor, and look forward to ever-changing challenges.

The Department is an enterprise operation, which receives no General Fund support from the City. The Airport also has an 11-member Airport Commission, which is appointed by the Mayor and City Council. Members of the Airport Commission serve in an advisory capacity to the City Council and to the Director of Aviation on issues relating to SJC.

Originally established in 1945, SJC has developed to meet the passenger demands over the years, correspondingly with the growth of the Santa Clara Valley and its burgeoning high technology orientation. Continuous expansion projects were the order of the day in the 60’s, 70’s and 80’s. In 1984, the Airport was renamed San José International Airport and began to take on the role of being a focal point for international cargo shipping and commerce.

Major terminal and runway expansion projects took place in the early 90’s, and in 2005 the San José City Council approved plans to bring SJC into the 21st Century to reflect the innovation and technology of Silicon Valley.
(continued...)



NORMAN Y. MINETA
SAN JOSE
INTERNATIONAL
AIRPORT
SILICON VALLEY'S AIRPORT

The Airport *(continued...)*

In 2010, upon completion of a $1.3 billion comprehensive modernization effort, SJC opened a cutting edge new airport featuring the latest, locally developed technology that provides flexible support for airlines and passengers. SJC has one of the most sophisticated, state-of-the-art baggage security screening systems, and the consolidated rental car center is the nation's first to offer elevated, indoor fueling stations for fast, efficient operations for rental car companies.

SJC is the nation's 45th busiest facility in terms of passengers, with over 13 million people using its services annually. SJC is served by 16 domestic and international airlines, two cargo airlines, and has two main terminals comprising approximately 940,000 square feet and 30 commercial gates. The Aviation Department has 211 full-time employees, plus receives support from other City Departments (Police, Fire, Public Works and Information Technology). The Airport's annual operating budget for Fiscal Year 2018-19 is approximately $190 million. SJC's annual capital program budget for Fiscal Year 2018-19 is $62 million with a 5-year (2018-22) Capital Improvement Program budgeted at $326 million. In addition, SJC estimates serving approximately 6,700,000 enplanements and handling approximately 166,000 aircraft operations in Fiscal Year 2018-19.

The Airport experienced an overall increase of 4.4% in 2015, 10.2% in 2016, and 15.6% in 2017. The airport continues to trend at double digit increases in seat capacity through the end of calendar year 2018. The Airport's unprecedented growth of passenger traffic has led to increased demand for additional aircraft gates. To address this demand, the Airport recently received approval to build an Interim Facility, which would include four (4) additional gates with accompanying hold room space. The Interim Facility will be attached to Terminal B by connector bridges to allow passengers to move freely between Terminal B and the Interim Facility. The Interim Facility is estimated to cost approximately $50 million. Other significant projects currently underway include refurbishment of ramp pavement to enable flexibility in aircraft boarding and/or parking, rehabilitation of the airfield electrical systems, procurement of zero emission buses to reduce the carbon footprint of the airport, and implementation of the Airport Runway Incursion Mitigation Study to maximize airfield safety and achieve FAA design standards.

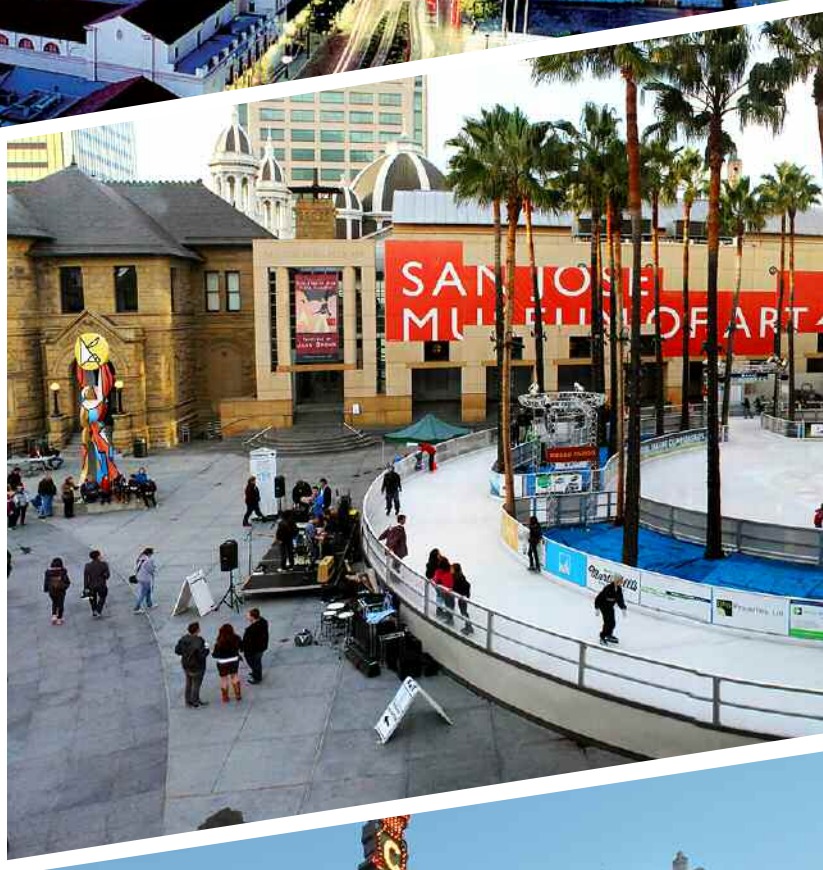
The Community

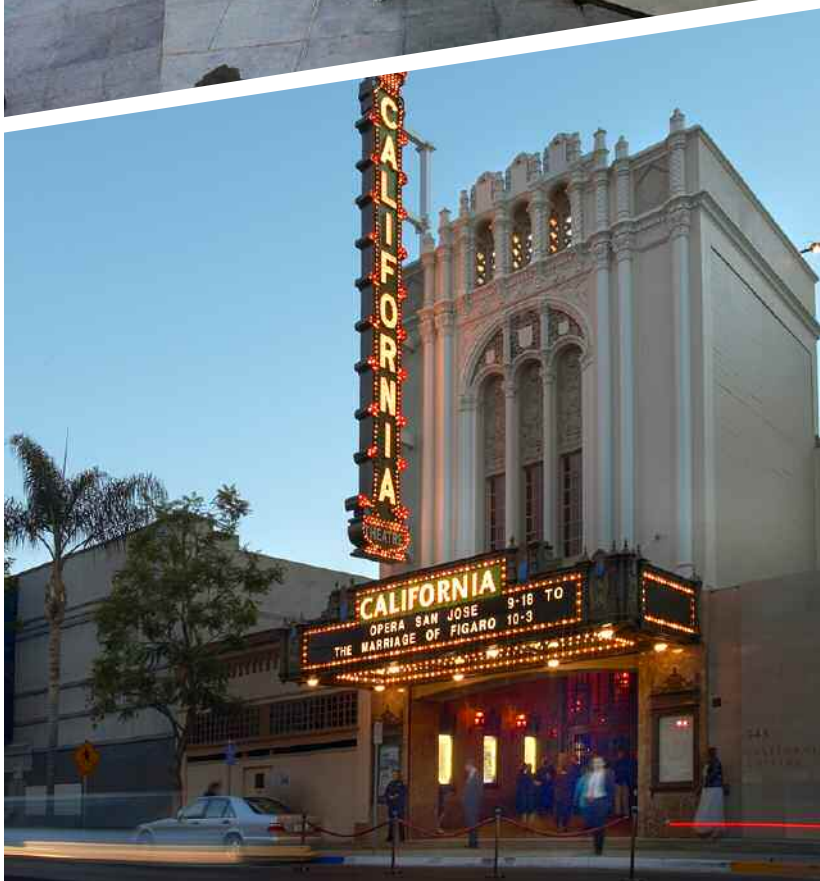
Known as the “Capital of the Silicon Valley,” San José is the world’s leading center of innovation. With more than one million residents, San José is the third largest city in California, and the 10th largest city in the nation. Encompassing 178 square miles at the southern tip of the San Francisco Bay, San José is Northern California’s largest city and one of the most diverse large cities in the United States.

San José’s quality of life is unsurpassed. Located 50 miles south of San Francisco and 30 miles east of Pacific Coast beaches, San José is surrounded by the Diablo and Santa Cruz mountain ranges and enjoys an average of 300 days of sunshine a year. Residents have easy access to the beaches along the California coast including Santa Cruz, Monterey, and Carmel; Yosemite and Lake Tahoe in the Sierra Nevada; local and Napa Valley wine country, and the rich cultural and recreational life of the entire Bay region.

San José has received accolades for its vibrant quality of life from publications including Business Week and Money magazines as well as other national media. The downtown area is home to high-rise residential projects, renovated theaters, and diverse cultural attractions such as opera, symphony, live theater, nightclubs, and restaurants. Inquiring minds are served at the Tech Museum of Innovation, the San José Museum of Art, and many local galleries and museums.

Nineteen public school districts and over 300 private and parochial schools provide residents with a range of educational choices. Innovative programs in local school districts include a nationally acclaimed performing arts magnet, as well as concentrations in aerospace, international studies, math and science, radio and television, and more.





The Community *(continued)*

Universities in and near the city include San José State University, Santa Clara University, Stanford University, and three University of California campuses.

Although it was once an agrarian community, San José's transformation into a global innovation center now includes largest concentration of technology expertise in the world. The San José area today is powered by one of the most highly educated and productive populations in America. More than 40 percent of the workforce has a bachelor's degree or higher, compared with 25 percent nationally. San José residents include speakers of more than 50 different languages, and 40 percent are foreign born, contributing to the economic and cultural vitality of the region.

San José is proud of its quality of life and of the rich cultural diversity evident in its population, its work-force, and its many neighborhoods, and SJC has an essential role in connecting residents and businesses to the nation and the world.

City Government

The City of San José is a full-service Charter City and operates under a Council-Manager form of government. Ten full-time Council Members are elected by district on a non-partisan basis and serve overlapping four-year terms with a two-term limit. The Mayor is also a member of the City Council but is independently elected at-large and serves up to two four-year terms. Department heads, including the Aviation Director, are appointed by the City Manager with confirmation by the City Council. San José also actively engages its residents through Council-appointed boards and commissions and a commitment to transparency and outreach.

In addition to providing a full range of municipal services along with the Airport, San José operates a municipal water system, a regional wastewater treatment facility, some 200 neighborhood and regional parks, three municipal golf courses, and an award-winning library system with 24 branches. The City also oversees convention, cultural event, and hospitality facilities that include the San José McEnery Convention Center, Center for the Performing Arts, California Theater, Mexican Heritage Plaza, Dolce Hayes Mansion and Conference Center, and the SAP Center San José – home of the National Hockey League's San José Sharks.

City operations are supported by 6,200 positions and a total budget of $3.2 billion for the 2017-2018 fiscal year. San José is dedicated to maintaining the highest fiscal integrity and earning high credit ratings to ensure the consistent delivery of quality services to the community.

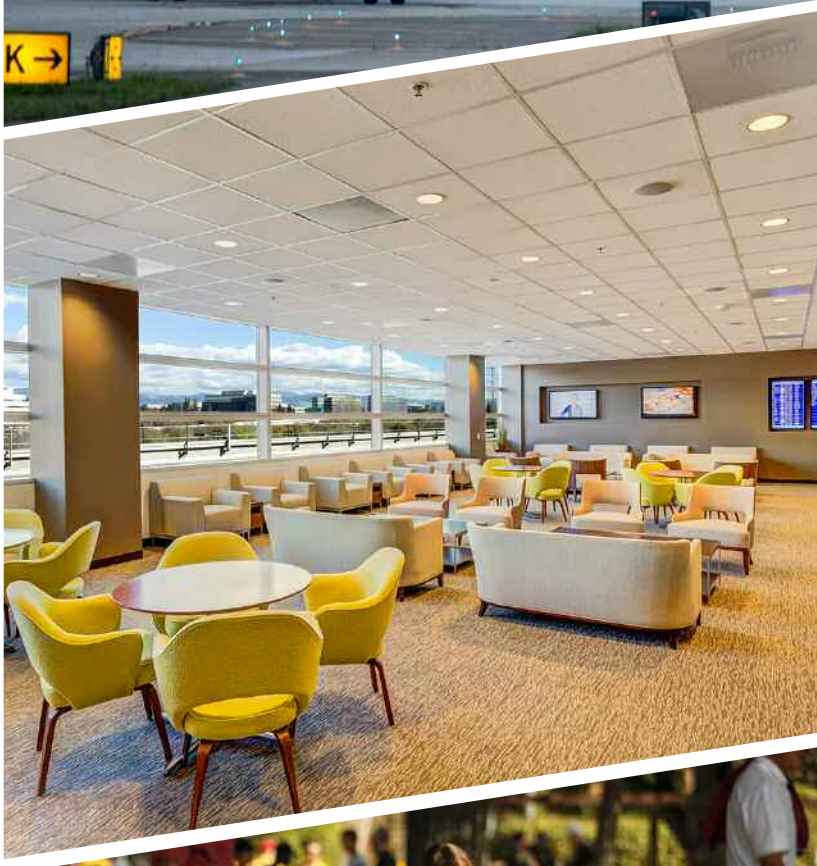
The Position

The Airport offers an exciting and unique opportunity for a team member who brings positive energy and is motivated to shape the future of the Airport located in San Jose, California, the nation's 10th largest city. The Airport team is passionate about serving our Airport and Silicon Valley, and is seeking a professional who will share this passion. This great work environment makes this an ideal opportunity for a highly motivated and results-oriented individual who will like to join the Airport team to work hard toward our strategic vision of "Transforming how Silicon Valley Travels."

Reporting to the Assistant Director of Aviation, the Deputy Director of Marketing and Communications leads an experienced team of creative and dedicated marketing professionals, and is responsible for promoting SJC's brand and reputation throughout the Silicon Valley, nationally, and internationally with a focus on increasing airline passenger growth and non-airline revenue generation. The position is also responsible for the oversight and planning of all the Airport's external communications and advises the Aviation Director in making strategic decisions regarding the public advancement of the Airport.

The position's primary responsibilities include:

- Creating an aggressive, highly strategic, integrated marketing roadmap to influence the Silicon Valley community to think of SJC as their "preferred choice" for air travel.
- Delivering marketing campaigns with high level of customer centricity with maximum effectiveness to increase passenger activity and promote the airport's unique culture, features, services, and increasing number of destinations.
- Building awareness and brand strength of SJC to enhance measurable value of our reputation. This may include oversight of public communication channels such as the Airport website and social media properties.
- Establishing a broad base commercial marketing perspective airport-wide by engaging in effective partnerships amongst the Airport Divisions.
- Seeking to understand aviation industry macro trends that can be leveraged in SJC marketing strategies, pushing the envelope and disrupting status quo in productive ways.
- Enhancing relationships to build collaborative marketing strategies amongst City Departments, Business Associations, and key Silicon Valley business partners.



The Position *(continued)*

- Developing short- and long-term plans and budgets for the marketing/communications/public relations program and its activities, monitor progress, assure adherence and evaluate performance.
- Developing and implementing media relations goals and strategies, overseeing public relations activities, such as press materials development, social media management, and organizing media events and press conferences as appropriate.
- Planning and ensuring effectiveness of advertising, as well as overall consistency of branding and messaging, conveyed both physically and virtually by the Airport.
- Monitoring and reporting on metrics of success for marketing activities and visibility, audience demographics, and the impact of Airport marketing programs.
- Inspiring, aligning, and motivating team members in a dynamic way to produce imaginative results.

The Ideal Candidate

The ideal candidate shall be results driven, tech savvy and have a high level of business and sales acumen. Candidates should be able to think imaginatively and have experience in enhancing a service oriented work environment while motivating, encouraging, planning, organizing, and evaluating the performance of assigned team members; establishing performance requirements and personal development targets; and providing coaching to enhance high level of performance and to continuously develop the Marketing and Communications team. Candidates should have a proven track record of highly successful marketing strategies and campaigns, as well as, building strong, collaborative relationships with stakeholders of all kinds, including residents, businesses, elected officials, and other professional staff. Candidates should also be comfortable working in a fast-paced environment and have the capacity to drive forward with high priority initiatives while managing daily workload

Personal Characteristics & Management Style

- Confident decision maker with a track record of producing results
- Effective and empathic communicator skilled at building relationships
- Collaborative partner with stakeholders inside and outside the City organization
- Proven leader in empowering employees and supporting their development and recognition
- Experienced leader who appreciates and welcomes San José's rich multicultural, diverse environment

Education & Experience

Any combination of training and experience equivalent to:

1. Education: Any combination equivalent to successful completion of advanced course work from an accredited college or university in Marketing, Public Relations, Aviation Management, Business Administration, or other related fields is required. A Master's Degree in Business Administration, or Aviation Management is desired but not required.
2. Experience: Six (6) years of progressively responsible professional level experience in marketing, including at least two (2) years at a senior executive level, preferably in an airport environment.
3. Certification or License: Possession of a valid driver's license.
4. Accreditation: Accredited Airport Executive from the American Association of Airport Executives is a plus.
5. Employment Eligibility: Federal law requires all employees to provide verification of their eligibility to work in this country. Please be informed that the City of San José will not prepare or file a labor condition application with the Dept. of Labor.

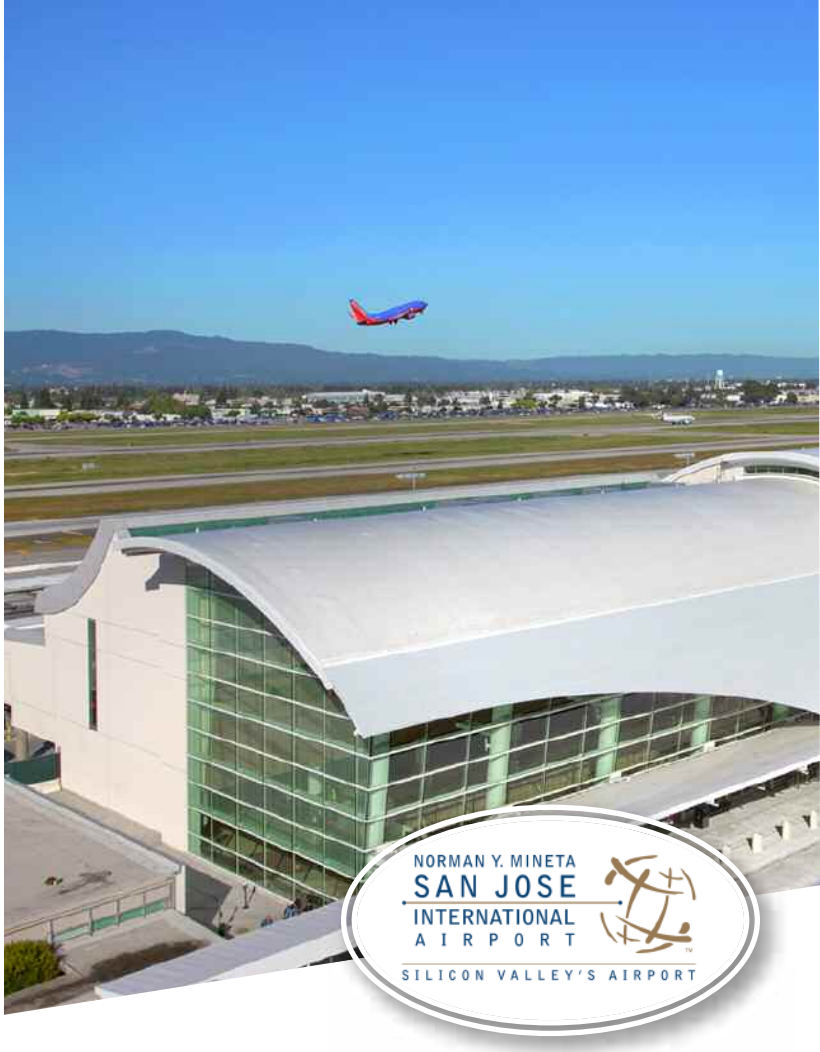
Compensation

The current salary range for Deputy Director of Marketing and Communications is from $116,893 to $182,084 and the actual salary will depend on the qualifications and experience of the individual selected.

Beginning July 1, 2018, this position will receive an annual on-going 5% non-pensionable wage increase through June 30, 2021. In addition, beginning July 1, 2019 this position will receive an annual 3% pensionable wage increase through June 30, 2021. This position is also eligible for annual merit based wage increases contingent upon City Manager's approval.

The City provides an excellent array of benefits, including:

- Retirement – Competitive defined benefit retirement plan with full reciprocity with CalPERS; defined contribution plan available as an option.
- Health Insurance – The City contributes 85% towards the premium of the lowest cost plan. There are several plan options.
- Dental Insurance – The City contributes 100% of the premium of the lowest priced plan for dental coverage.



- Personal Time – Vacation is accrued initially at the rate of three weeks per year with amounts increasing up to five weeks after 15 years of service. Executive Leave of 40 hours is granted annually. Sick Leave is accrued at the rate of 8 hours per month.
- Holidays – The City observes 14 paid holidays annually.
- Deferred Compensation – The City offers an optional 457 Plan.
- Flexible Spending Accounts – The City participates in Dependent Care Assistance and Medical Reimbursement Programs.
- Insurance – The City provides a term life policy equal to two times annual salary. Long- term disability and AD&D plans are optional

Retirement

Health Benefits

Unit 99 (Position's Employee Unit)

How to Apply:

ADK Consulting & Executive Search
Specializing Exclusively in Aviation

To apply online, please **click here**.

Filing Deadline: Friday, June 29, 2018