



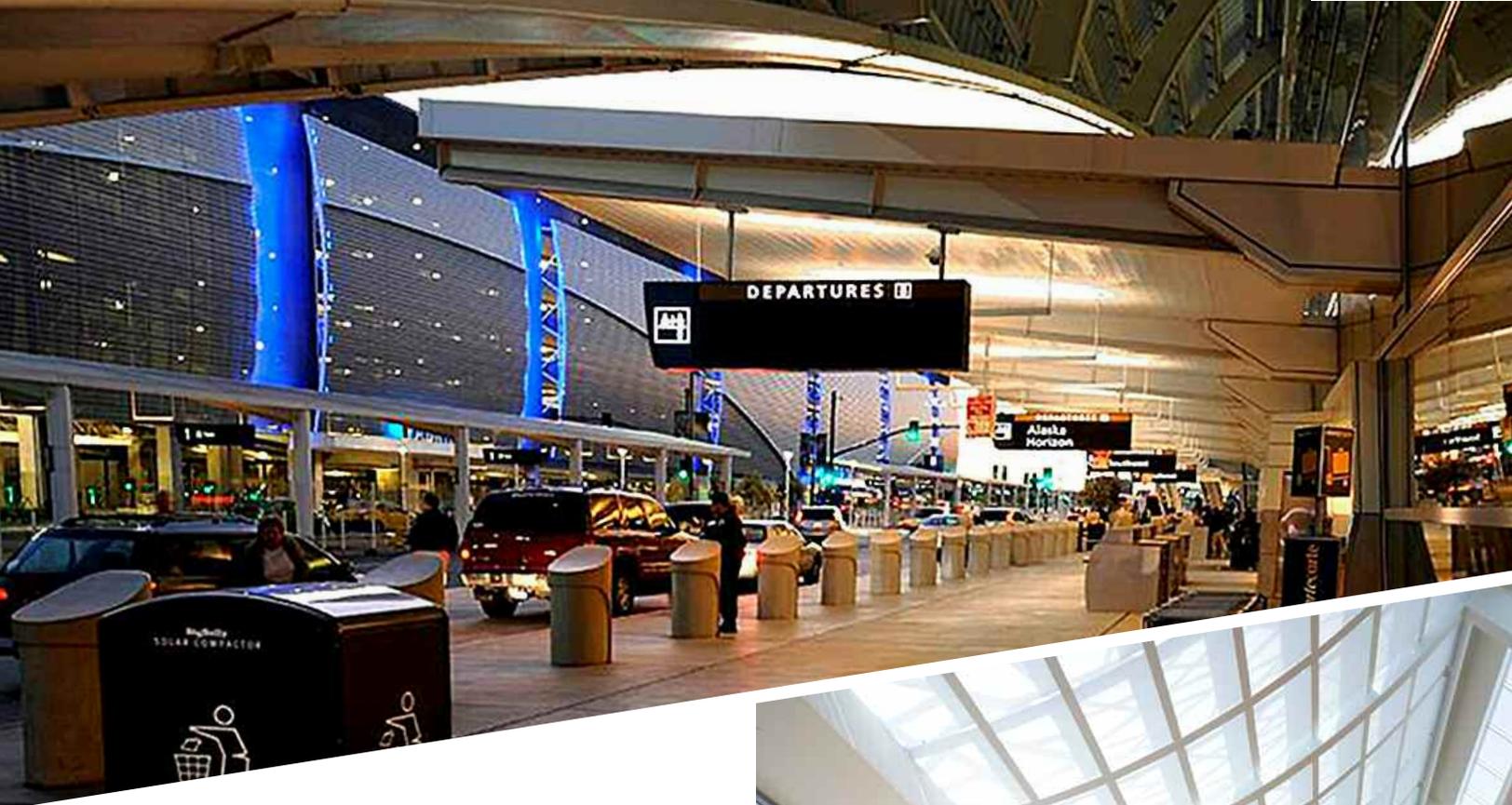
NORMAN Y. MINETA
SAN JOSE
INTERNATIONAL
AIRPORT



SILICON VALLEY'S AIRPORT

The City of San José Invites Applications for
Public Information Manager
Norman Y. Mineta San José International Airport (SJC)
San José, California

Executive Search Services Provided by ADK Consulting & Executive Search



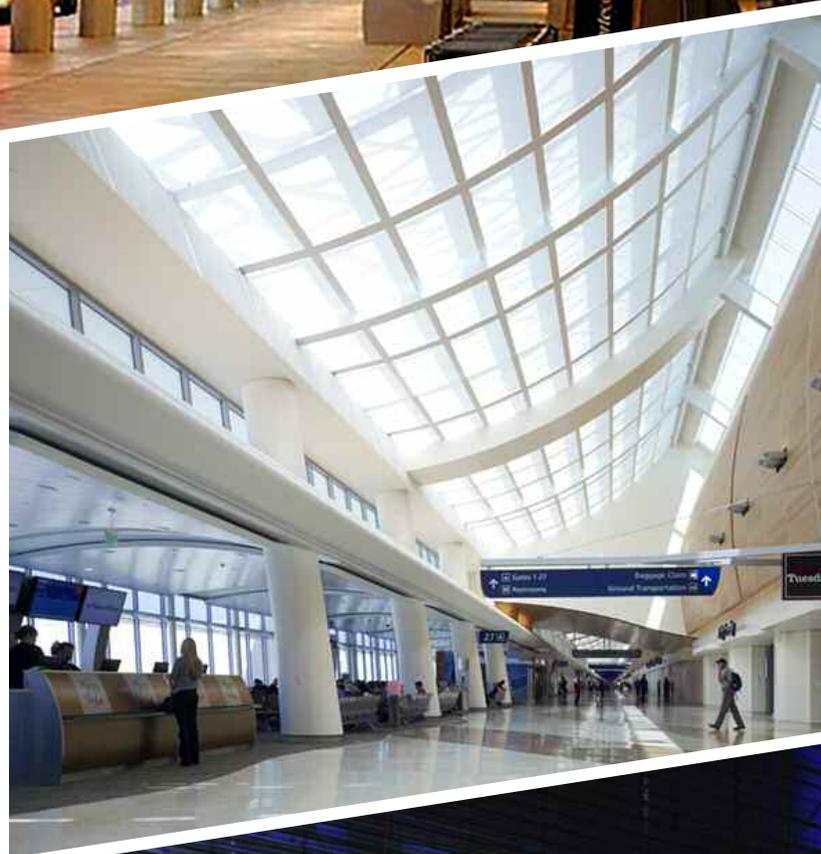
The Airport

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 grown 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...)*





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 is the nation's 36th busiest facility in terms of passengers, with over 15 million people using its services annually. SJC is served by 13 domestic and international airlines, two cargo airlines, and has two main terminals comprising approximately 940,000 square feet and 36 commercial gates. The Aviation Department has 225.5 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 2019-20 is approximately \$211 million. SJC's annual capital program budget for Fiscal Year 2019-20 is \$109 million with a 5-year (2020-24) Capital Improvement Program budgeted at \$350 million.



In addition, SJC estimates serving approximately 7,560,000 enplanements and handling approximately 185,000 aircraft operations in Fiscal Year 2019-20.

The Airport experienced an overall passenger increase of 4.4% in 2015, 10.2% in 2016, 15.6% in 2017 and 14.7% in 2018. The airport continues to trend increases in seat capacity through the end of calendar year 2019. The Airport's unprecedented growth of passenger traffic has led to increased demand for additional aircraft gates. To address this demand, the Airport recently completed building an Interim Facility, providing six (6) additional gates with accompanying hold room space. The Interim Facility is attached to Terminal B by connector bridges to allow passengers to move freely between Terminal B and the Interim Facility. Other significant projects recently completed or 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. Upcoming projects include: construction of a parking garage, replacement of the Aircraft Rescue and Fire Fighting (ARFF) facility, network and parking revenue control equipment replacement.





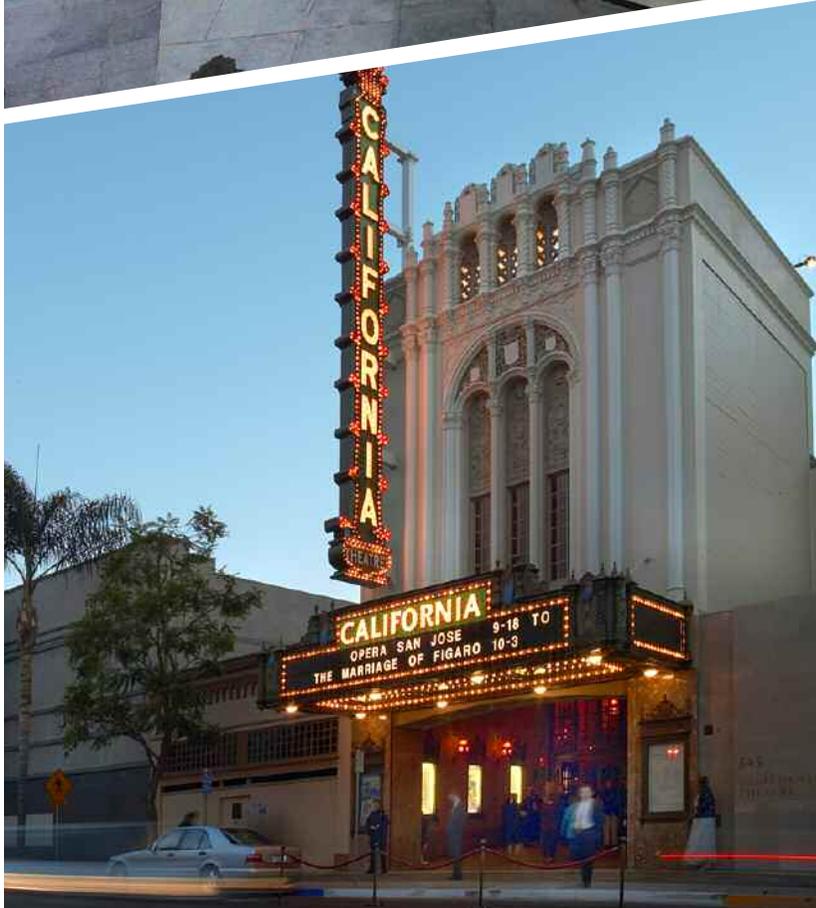
The Community

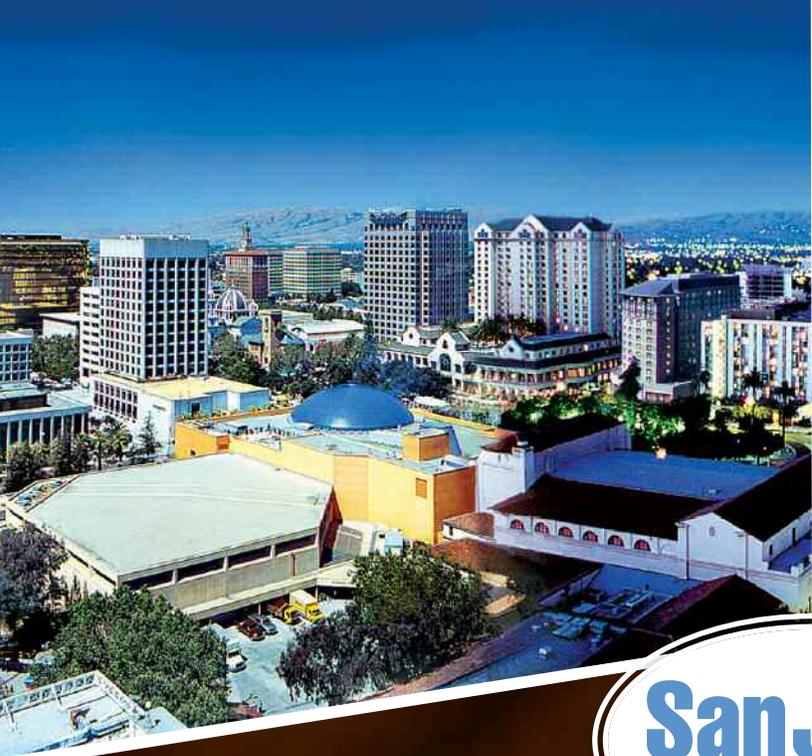
Known as the “Capital of the Silicon Valley,” San José is the world’s leading center of innovation. With more than one million residents, San José is the third largest city in California, and the 10th largest city in the nation. Encompassing 178 square miles at the southern tip of the San Francisco Bay, 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. Universities in and near the city include San José State University, Santa Clara University, Stanford University, and three University of California campuses.





The Community *(continued)*

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 Jose
CITY GOVERNMENT

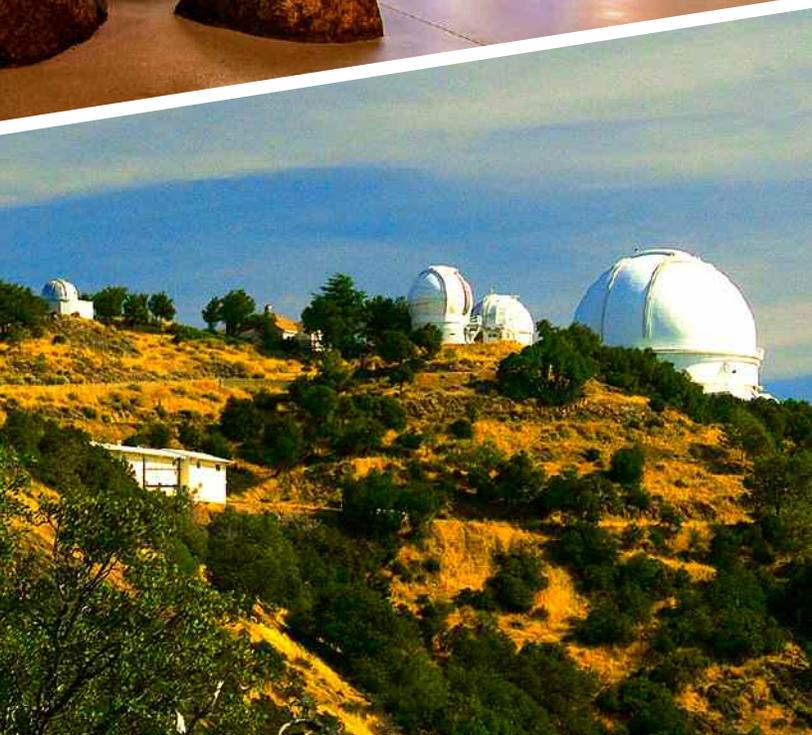
San José is proud of its quality of life and of the rich cultural diversity evident in its population, its work-force, and its many neighborhoods, and SJC has an essential role in connecting residents and businesses to the nation and the world.

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 6,413 positions and a total budget of \$3.7 billion for the 2018-2019 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. Extensive information regarding San José can be found on the City's website at www.sanjoseca.gov.



The Position

Thousands of stories unfold each day at SJC. As head of the Airport's Public Information Section, the **Public Information Manager** leads a team of communication professionals passionate about seeking-out those stories and sharing them with the world. In this role, the Public Information Manager is responsible for the planning, implementation and ongoing evaluation of the Airport's public information programs including media relations, community relations, corporate and operational communication, internal communication and crisis communication.

Specific duties include:

- Serve as the Airport's principal Public Information Officer; build and maintain strong relationships with both traditional and non-traditional media; assist Airport management and staff to respond to news media and public inquiries; maintain the Airport's on-call calendar to provide timely and effective responses to media inquiries 24/7/365.
- Prepare strategic and tactical communications plans to achieve Airport's business goals and advise Airport management staff regarding communication approaches and messaging.
- Actively seek and execute opportunities to tell the Airport's story and engage global audiences, including preparing and distributing news releases, pitching stories, preparing and distributing electronic newsletters, obtaining and incorporating multimedia content, and engaging directly with the public using social media and other emerging communication tools.
- Research, write and edit a wide range of materials for a variety of media for clarity, consistency, and impact, including, publications, presentations, social media, and public policy documents.
- Provide crisis communications leadership, planning, and training for the Airport in anticipation of potential incidents that could have severe community, economic, or environmental consequences.
- Oversee the successful planning and execution of press conferences and other special events intended to convey a message.
- Manage the Airport's speakers bureau; represent the airport in community, business, and professional situations; prepare management and staff for effective presentations.
- Train and support Airport leadership, spokespersons and subject-matter experts in both proactive and responsive message delivery.
- Facilitate healthy neighborhood and community relationships, and serve as the Airport's Ombudsman to anticipate, prevent and resolve community concerns regarding Airport operations, plans, and projects.
- Support the Airport's collaborative marketing campaigns, including partnerships with airlines, tenants, other government agencies, Silicon Valley business organizations, and the diverse community SJC serves. (continued...)





Specific duties include: *(continued...)*

- Serve as the primary liaison between the Airport's Marketing & Communications Division and the City Manager's Office Communications team and public information staff of other City departments.
- Ensure that the Airport's voice is inclusive and engaging to all Airport stakeholders recognizing the unique needs and perspectives of the diverse population of airport users and communities the Airport serves.
- Supervise and develop Public Information Section staff and other Airport personnel involved in public information activities.
- Manage contractors and consultants

The Ideal Candidate

The ideal Public Information Manager is a passionate and effective communicator with an uncompromising allegiance to the truth. Because they recognize that great communication is bidirectional, their ability to tell engaging stories is closely matched by their skill at active listening. Constantly curious, the Public Information Manager naturally seeks and rapidly digests new information in order to relay it in a way that resonates with diverse audiences who may not even speak English, let alone the complex language of aviation. The ideal candidate has successfully planned, executed and evaluated communication initiatives designed to overcome operational challenges. They are comfortable and confident speaking on camera; in front of a crowd; across the table from senior-level executives; and in challenging discussions with community members, coworkers and subordinates. Leading by example and supervising with empathy, the Public Information Manager inspires team members to perform to the very best of their ability and in a way that maximizes their contribution to the team's success.

As a key member of the Marketing and Communications Division management team, this position works closely with the Deputy Director of Aviation, Marketing and Communications, and the Airport Marketing Manager to prioritize Division objectives and resources. Strong project management skills—including planning, prioritization and effective resource management—are essential for success in this role. The ideal candidate is collaborative, proactive, and energetic with a customer-centered attitude, and is capable of multi-tasking a broad set of both creative and managerial assignments.

For more information about the job, [click here](#).



Education & Experience

- A bachelor's degree from an accredited college or university in journalism, mass media communications, public relations, advertising, marketing or a closely related field, and six (6) years of increasingly responsible journalism, mass media communications, public relations or public information experience, including three (3) years of supervisory experience.
- Licenses/Certificates: Possession of a valid California driver's license may be required.
- 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 Jose will NOT sponsor, represent or sign any documents related to visa applications/transfers for H1-B or any other type of visa which requires an employer application. Candidates are required to satisfactorily complete and pass a fingerprint based Criminal History Records Check prior to being considered for a position in this class at the Airport. This Airport position requires a background check and a Transportation Security Administration (TSA) check. The candidate must be fingerprinted and qualify under all applicable TSA and Airport regulations

For information on employee benefits, visit the [City's benefits website](#).

Compensation & Benefits

The approved salary range for this position is \$116,923 – \$143,110. The actual salary shall be determined by the final candidate's qualifications and experience. In addition to the starting salary, employees in this classification shall also receive an approximate five percent (5%) on-going non-pensionable pay bonus.

How to Apply:

To apply online, please [click here](#).

Deadline for applications:
Sunday, April 12, 2020

Project manager: **Rod Dinger, AAE**
Rod@adkexecutivesearch.com

Please note: after your application is complete, you will receive an important email from us. Please check your inbox and your junk/spam folder, and if you have not received our email, please notify us at: admin@adkexecutivesearch.com

