

**About the Department**

The City of San José, the Capital of Silicon Valley, is one of the nation's best managed cities and one of the top 10 cities in which to live, work, and do business. Moreover, San José is the center of cultural, government and economic activity for the region. The employees of the City of San José have embraced the following values: Integrity, Innovation, Excellence, Collaboration, Respect, and Celebration. The City's Airport Department is seeking an individual whose values align with the values of the City's employees.

Norman Y. Mineta San José International Airport (SJC) served more than 15.6 million passengers in 2019 with 450 peak daily departures and arrivals on 13 international and domestic carriers to 50+ nonstop destinations. SJC has been one of America's fastest-growing major airports over the past four-year period, based on percentage increase in passenger seat capacity. We are looking for team members who can work toward our Mission Statement to "Connect, Serve and Inspire" and our Vision Statement to "Transform how Silicon Valley Travels". For more information about SJC, visit <http://www.flysanjose.com>.

**Position and Duties**

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.
- 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.

### **Education and 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

**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 non-deductible 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 and depending upon success in the Management Performance Program could increase to up to 80 hours. Sick Leave is accrued at the rate of approximately 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.

**Employee Assistance Program** – The City provides a comprehensive range of services through the EAP.

For more information on employee benefits, visit the City's benefits website:

<http://www.sanjoseca.gov/index.aspx?NID=707>.

**COMPENSATION AND 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.