



# I ✈ OAK

## The Port of Oakland Invites Applications for Aviation Senior Marketing & Communications Representative

Oakland International Airport (OAK)

Oakland, California

*Executive Search Services Provided by ADK Consulting & Executive Search*

## The Airport

**Oakland International Airport (OAK)** is the fourth busiest airport in California and second busiest in the San Francisco Bay Area. As the home of FedEx Express' Asia Pacific Hub, OAK is the busiest air cargo center in the Bay Area. Serving over 13 million travelers annually, OAK is the closest airport to the region's top business and tourism venues. It is also the closest airport for most of the Bay Area's nearly 8 million residents. Southwest Airlines operates its largest California operation at OAK.

The vision of Oakland International Airport is to be the airport of choice for Bay Area residents and visitors alike. OAK is operated by the Port of Oakland, which also oversees the Oakland seaport and 20 miles of waterfront. Together with its business partners, the Port supports more than 84,000 jobs in the region with a \$130 billion economic impact.

The FY2020 revenue budget (ending June 30, 2020) is approximately \$210 million, and Calendar Year 2019 saw approximately 13.4 million total passengers. The operation at OAK consists of more than 250 Port of Oakland employees across eight departments.

Oakland has numerous innovation initiatives across all departments to enhance operations and the passenger experience.

## The Community

Located on the east side of San Francisco Bay, Oakland, with a population of over 400,000, offers 19 miles of coastline to the west and magnificent rolling hills to the east that afford one of the most beautiful views of the world – a beautiful bay, the Golden Gate and Oakland Bay bridges and the majestic Pacific Ocean. Oakland is the seventh largest city in the state of California and covers 54 square miles. Oakland is developing rapidly, with over 10,000 housing units recently completed or under construction and thousands more advancing through the city's permitting process.

The city is surrounded by sparkling bay waters and rolling hills dotted with redwood forests. Visitors can boat, bike and hike amid spectacular natural surroundings.

Designated as an All-American City, Oakland is the center of the East Bay trade area, and is rich in history, impressive growth, and a promising future. It is a city of transportation, of health care, of government, of sports, of education, and of arts and culture. The 24,000 square-foot Oakland Asian Cultural Center is the largest and most modern facility of its kind in North America. The Oakland Museum of California (OMCA) is an interdisciplinary museum dedicated to the art, history, and natural science of California and is enjoyed by visitors and residents alike.

With San Francisco Bay and the Pacific Ocean sitting at Oakland's doorstep, there is something fun and exciting for everyone who visits or resides in this cosmopolitan city.



## The Position

As part of OAK's award-winning Aviation Marketing and Communications department. The Aviation Senior Marketing & Communications Representative is the primary public information respondent for the Port's Aviation Division facilitating communication between the Oakland International Airport and its key publics to build, manage, and sustain its positive image. The incumbent is the division liaison to the Port of Oakland Communications Department as well as to key stakeholder communications structures such as tenant airlines and tourism agencies.

At the advanced journeyman level, the incumbent performs highly independent and specialized public relations work executing channeled communication at all levels within the organization and may functionally provide lead direction for contract and/or co-worker staff. Therefore, the incumbent must draw extensively from previous practical experience in the job subject matter areas and existing business contacts in the aviation industry. The incumbent is responsible for handling and maintaining a positive relationship with the press and garnering earned media that bolsters the Oakland International Airport brand.

The incumbent will have an advanced level of experience with online, internet-based communication techniques including the use of qualitative analytics, attribution of communication strategy toward SEO and be fully competent in the use of the various social media platforms. The incumbent will have excellent writing skills, be fully conversant in the aviation industry vernacular and have a demonstrated ability to create, publish and distribute internal communications, talking points, press releases, and public presentations.

For a complete job description, [click here](#).

## Position Qualifications

This classification requires a combination of education and experience reflecting possession of the required knowledge, skills, and abilities. A typical combination would include a bachelor's degree from an accredited college or university in business administration, marketing, communications, public relations, journalism, or closely related fields plus three years of professional experience in public relations/communications. Professional experience in an airport/aviation environment is desirable.

## Salary & Compensation

The salary range for this position is \$10,694 - \$13,246 monthly.

## How to Apply

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

**Deadline for complete applications:  
Friday, January 8, 2021 at 5:00pm**

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