



# I ✈ OAK

The Port of Oakland invites applications for  
Aviation Marketing Manager

San Francisco Bay Oakland International Airport (OAK)  
Oakland, CA

*EXECUTIVE SEARCH SERVICES PROVIDED BY ADK CONSULTING & EXECUTIVE SEARCH*



## The Airport

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**San Francisco Bay Oakland International Airport (OAK)** is one of three major commercial airports serving the San Francisco Bay Area and has approximately 2,600 acres of aviation-related facilities. OAK is the second busiest Bay Area airport as measured by aircraft movements, passenger and cargo volumes. Measured by passenger traffic, OAK is the 45th busiest North American airport, ranked between nearby SJC and RSW (Fort Myers, Florida). Measured by aircraft movements, OAK ranks 42nd in North America between Chicago-Midway and Memphis. In 2022, OAK ranked 14th between Atlanta and Honolulu for air cargo tonnage.

In CY 2023, OAK welcomed 11.2 million passengers, a 0.8% increase from CY 2022. In July 2024, OAK will see 288 peak day passenger flights between OAK and 47 destinations in the US, Mexico, and Portugal (Azores). In addition to serving passengers, OAK provides air cargo services; in CY 2023, total air cargo transported was 1.1 billion pounds. OAK is situated closest to most (58%) of the Bay Area populations and most of the region's employers. By roadway and air-rail (BART) the airport offers excellent access to all of the region's business, tourism and entertainment venues.

The vision of San Francisco Bay 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. For updates, departure and arrival information, airport maps, and details on shopping, dining, ground transportation, and more, visit [www.oaklandairport.com](http://www.oaklandairport.com). The Airport has an active Social Media Program. Follow us on Facebook, LinkedIn, X, and Instagram.



## The Airport *(continued)*

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OAK recently began a public process to plan for a future terminal modernization, replacement, and expansion project. Following completion of the separate state and federal processes, multi-phase development is expected to occur in the latter part of the decade. The operation at OAK consists of more than 250 Port of Oakland employees across eight departments. The capital program has several projects underway, which include:

- Redevelopment of all in-terminal food and beverage concessions
- Restroom upgrades terminal-wide
- Redevelopment and expansion of all retail concessions
- Taxiway Whiskey paving project
- Upgrade of Terminal 1 Check-In Counters

Oakland has numerous innovation initiatives across all departments to enhance operations and the customer experience which will be implemented on a continual basis.



## The Community

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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.

Within its borders, Oakland features well-kept neighborhoods, a progressive, dramatically growing downtown, and superior cultural and recreational amenities. The heart of the East Bay, Oakland is home to a wealth of activities and attractions.

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, health care, government, sports, education, and 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.

Oakland has seen a resurgence of restaurants to the area, and the Eat Real Festival, an annual celebration of good food with a focus on artisan food craft, street food, craft beers, local wines and delicious cocktails, is a popular event in the community.

Some 80 different languages and dialects are spoken in the city, and a study conducted by the University of Wisconsin cited Oakland as being the most integrated city in the nation.

Recognized as a major transportation hub, Oakland is a city in which large corporate headquarters comfortably sit nearby traditional business and small shops.

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

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San Francisco Bay Oakland International Airport (OAK) is currently recruiting for an Aviation Marketing Manager. Under general direction, the Aviation Marketing Manager manages a variety of marketing, promotional, and community involvement programs to increase passenger, air cargo, and aircraft maintenance activities and passenger support services at San Francisco Bay Oakland International Airport (OAK). Typical duties may include, but are not limited to the following:

- Manages the development, implementation, monitoring, and evaluation of marketing and promotional programs designed to increase airport passenger and air cargo services, aircraft maintenance, and corporate aviation consistent with overall goals and objectives of the Aviation Division and the Port of Oakland.
- Develops and coordinates presentations to airline corporate officials and executives, travel agency groups, corporate travel groups, tour operators, other hospitality organizations, and airline reservation centers.
- Designs and coordinates Airport participation in trade fairs, promotional activities of ethnic communities, and other marketing activities.
- Manages the implementation and administration of airport public relations programs including media relations and advertising programs for radio, television, billboards and newspapers.
- Prepares and presents program budgets and conceptual designs for programs; uses Port resources and the resources of consultants to produce final programs.
- Prepares the annual department budget; controls and monitors expenditures.
- Supervises, trains, and evaluates the daily activities of assigned staff to ensure effective staff operations.
- Represents the San Francisco Bay Oakland International Airport (OAK) in civic and community programs to publicize and encourage utilization of the Airport.





## The Position (*continued*)

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- Develops and implements customer service and community involvement programs.
- Takes a leadership role in establishing international air service programs through participation in bilateral discussions and preparing applications, briefs, rebuttals and testimony as appropriate.
- Performs air service route segment analyses to determine air service opportunities in both domestic and international markets.
- Serves as primary Port representative for the Airport with marketing, professional, and advertising groups.
- Develops and maintains professional contacts and relationships with key representatives in the air and ground tourism and travel industry and related industries.
- Directs the development and implementation of airport customer service surveys on an incremental basis to determine service level concerns and expectations of airport visitors and users.
- Meets with corporate officials of domestic and international airlines to develop and expand passenger and air cargo services.
- Meets with senior officials of the U.S. State Department and U.S. Department of Transportation on U.S. bilateral route authority issues to further expand international service opportunities.
- Performs other related duties as assigned.

## Minimum Requirements for Application

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**Education:** Graduation from an accredited college or university with a bachelor's degree in marketing, aviation management, business administration, sales, economics or related field (a master's degree in one of the mentioned fields is desired).

**Experience:** Six years of aviation industry work experience, three of which must be in managing aviation industry marketing/promotional programs.

**Additional Requirements:** This Airport specific classification requires each incumbent to successfully complete a Transportation Security Administration (TSA) background check, which will include a fingerprint-based Criminal History Records Check (CHRC) and a Security Threat Assessment (STA), prior to being considered for this position. In addition, the incumbent in this position will be required to complete and pass a U.S. Customs Airport Security Program Check (19CFR122.182). This status must be maintained for the duration of employment at the Airport.

## Qualifications

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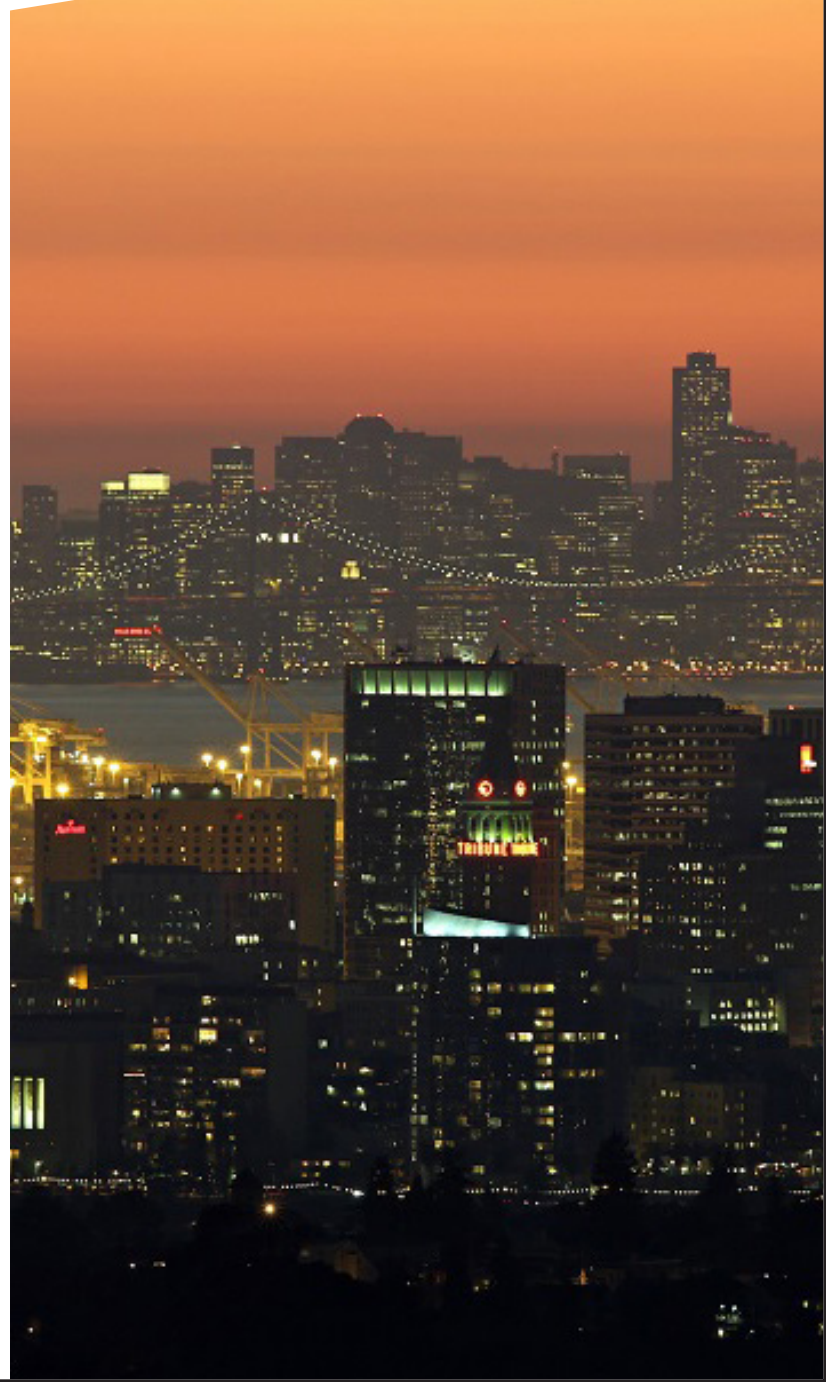
Knowledge of management principles and practices; travel agencies, tour operators, and airline reservation offices operations including their contacts and key representatives (especially in growth areas for air traffic development); municipal governments and public sector organizations' functions and their approval and budget processes; Department of Transportation (DOT) and U.S. State Department for International Route Authority policies and procedures for filing applications, briefs, and rebuttals; Airport operation and administration, and the geography and demographics of San Francisco Bay Oakland International Airport's (OAK) Air Trade Area, major U.S. cities, and international cities.

Ability to lead a diverse staff in achieving division goals and objectives, prepare and present route segment data analysis based on Origin and Destination (O&D) Summary Tables 8, 10, and 13, utilizing quality of service analysis or elasticity coefficient analysis, develop marketing programs to increase passenger and cargo services, plan, organize, and coordinate airport promotional activities; prepare reports, studies, and analyses and to give oral presentations, communicate effectively in oral and written format, establish and maintain effective working relationships with those contacted in the performance of duties and to work as a team; exercise sound independent judgment within general policy guidelines, work under deadlines and coordinate several concurrent assignments; work with minimum supervision; develop and implement goals, objectives, policies, and procedures, work standards and internal controls; prepare and administer departmental budgets; negotiate and administer a variety of contracts; supervise and direct subordinate professional and support staff; interpret and enforce administrative/operational policies, practices and procedures; analyze and solve problems of a complex nature, and analyze complex administrative and program information, evaluate alternative solutions and recommend or adopt effective courses of action.

## The Selection Process

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**Stage I: Application and Supplemental Questionnaire Evaluation (Pass/Fail)** – The first stage in the selection process will consist of an application and supplemental questionnaire, appraisal review (pass/fail). Applications submitted without a completed supplemental questionnaire will not be given further consideration. Meeting the minimum qualifications does not guarantee advancement to the next stage. Only the most suitably qualified candidates will be invited to Stage II.





## The Selection Process (*continued*)

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**Stage II: Assessment Examination (Weighted 100%)** – The second stage of the selection process may consist of a combination of job-related situational project exercises and an oral panel interview designed to assess technical knowledge and any additional KSAs. Job-related situational project exercises may consist of written exercises, performance exercises or other situational exercises that would assess the KSAs. The Assessment Examination is designed to test the applicant's overall aptitude for the position.

Candidates must achieve a scale score of 70 or more on this examination to be placed on the eligible list for employment consideration. The Port reserves the right to modify the selection process, as necessary, to conform to administrative or business necessity.

## Compensation and Benefits

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The Port's compensation and benefit program ranks among the best in the region for public jurisdictions and is designed to reward performance and promote a balanced lifestyle, both at the workplace and away from the workplace, for its employees and their families. The Port is committed to the health and well-being of its employees and has been recognized as a FIT-Friendly Employer by the American Heart Association.

- The salary range for this position is \$15,660 - \$19,399 per month. Progression through the salary range is based on performance.
- The Port is part of the California Public Employees Retirement System ("CalPERS"). CalPERS is a defined pension provided to regular full-time employees that work for the Port. The CalPERS defined pension is based on predetermined formula that factors in an employee's earnings history, tenure of service and age. The retirement formula for new hires is 2% at 62 years of age or 2.5% at 55 with other CalPERS service and/or reciprocity.
- The Port offers retiree medical benefits for employees and dependents after 10 years of CalPERS service (including 5 years at the Port).
- The Port pays 100% of the premium cost for employees and dependent health insurance coverage not to exceed the Kaiser-HMO Family Plan; cash in lieu of medical benefit is also available.
- The Port pays 100% of the premium cost for dental and vision coverage.
- The Port pays 100% of the premium cost for Long Term Disability ("LTD") coverage and reimburses employees for the State Disability Insurance.
- The Port pays 100% of the premium cost for life insurance at one-time annual salary with certain ...
- The Port offers a Deferred Compensation Plan allowing employees to save and invest money for retirement with tax benefits.





## Time Away from Work

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- From 2 to 5 weeks of vacation depending on years of employment at the Port.
- 1 paid Floating Holiday per year.
- 12 days of sick leave per year after three months of employment which includes 4 days of personal leave.
- 13 paid holidays as well as the second half of the shift on December 24 and December 31.

## Advisories

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**Immigration and Reform Control Act:** In compliance with the Immigration and Reform Act of 1986, the Port will only hire individuals who are legally authorized to work in the United States. Social Security card must be presented, and the name on it must match the name on the application.

**Americans with Disabilities (“ADA”):** In compliance with State and Federal Laws, the Port will employ and promote qualified individuals without regard to disability. The Port is committed to making reasonable accommodations in the selection process and in the work environment. Individuals requesting reasonable accommodations during the selection process must notify Nancy Jeu at [njeu@portoakland.com](mailto:njeu@portoakland.com) within seven (7) calendar days of the closing date of the job announcement. The Port requires applicants to provide supporting medical documentation to substantiate a request for reasonable accommodation.



# THANKS FOR OAK

See you again soon.



## How To Apply

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To apply online, [click here](#) or go to the Port of Oakland website at <http://www.portofoakland.com> and click on “Careers” and “Job Center.” All completed applications for this position must be submitted online no later than 5:00 pm, on the closing date of the recruitment. PAPER APPLICATIONS WILL NOT BE ACCEPTED. Please follow all submission instructions to ensure your application is complete. Resumes will not be accepted in lieu of online applications, therefore, it is important for online applications to be completed fully. Late applications will not be accepted beyond the closing time and date for any reason, including any technical issues, such as system, browser, or computer failures, etc.

**Deadline for applications: July 5, 2024**

The contact for this search is:

**Kenneth Gwyn, A.A.E.**

[kenneth@adkexecutivesearch.com](mailto:kenneth@adkexecutivesearch.com)

The Port of Oakland is an equal opportunity employer.

