



SAN JOSE MINETA
INTERNATIONAL AIRPORT

The City of San José invites applications for
Public Information Manager

San José, CA

EXECUTIVE SEARCH SERVICES PROVIDED BY ADK CONSULTING & EXECUTIVE SEARCH

The City of San José

Known as the “Capital of Silicon Valley,” the City of San José plays a vital economic and cultural role anchoring the world’s leading region of innovation. Encompassing approximately 181 square miles at the southern tip of the San Francisco Bay, San José is Northern California’s largest city and the 12th largest city in the nation. With nearly one million residents, San José is one of the most diverse large cities in the United States. San José’s transformation into a global innovation center has resulted in one of the largest concentrations of technology companies and expertise in the world, including major tech headquarters like Cisco, Adobe, Zoom, Samsung, and eBay as well as start-ups and advanced manufacturing. The City of San José has twice been named “The Most Innovative Large City in America” by the Center for Digital Government.

San José’s quality of life is unsurpassed. Surrounded by the Diablo and Santa Cruz mountain ranges and enjoying 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 neighborhoods, healthy lifestyle, and diverse attractions from national media including Business Week and Money magazines. For more information about the unparalleled quality of life in San José please visit <https://www.sjeconomy.com/why-san-jose>.

In 2011, the City adopted Envision San José 2040, a long-term growth plan that sets forth a vision and a comprehensive road map to guide the City’s anticipated growth through the year 2040. The Plan, which embodies the City’s “more urban future,” proactively directs significant anticipated growth in new homes and workplaces into transit-accessible, infill growth areas and supports evolution toward a more urban landscape and lifestyle. The San José area is powered by one of the most highly educated and productive populations in America. More than 40% of the workforce has a bachelor’s degree or higher, compared with 25% nationally. Forty percent of San José residents are foreign born, and 50% speak a language other than English at home.

San José is proud of its rich cultural diversity and global connections, and the essential role the City plays in connecting residents and businesses to the nation and the world.

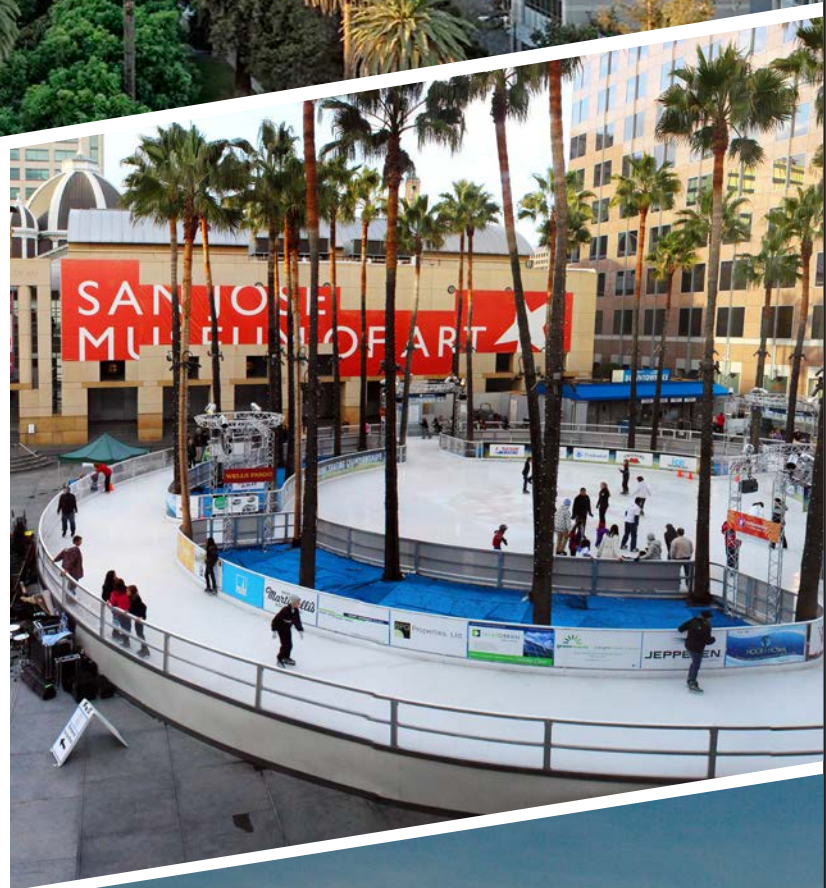


City Government

The City of San José is a full-service Charter City and operates under a Council-Manager form of government. The City Council consists of 10 council members elected by district and a mayor elected at large. The City Manager, who reports to the Council, and her executive team provide strategic leadership that supports the policy-making role of the Mayor and the City Council and motivates and challenges the organization to deliver high quality services that meet the community's needs. The City also actively engages with the community through Council-appointed boards and commissions.

In addition to providing a full range of municipal services including police and fire, San José operates an airport, municipal water system, a regional wastewater treatment facility, some 200 neighborhood and regional parks, and a library system with 24 branches. The City also oversees convention, cultural, and hospitality facilities that include the San José McEnery Convention Center, Center for the Performing Arts, California Theater, Mexican Heritage Plaza, and the SAP Center San José – home of the National Hockey League's San José Sharks.

City operations are supported by 7,040 full time equivalent positions and a total budget of \$6.1 billion for the 2023-2024 fiscal year. Extensive information regarding San José can be found on the City's website at: <http://www.sanjoseca.gov>.





The Airport

Fueled by a culture of innovation, San José Mineta International Airport (SJC) is the Bay Area’s easiest and most dependable airport due to its medium size, simple layout, temperate climate, and inland location. SJC is located just minutes from downtown San José– the Bay Area’s largest city and the Capital of Silicon Valley. In 2023, SJC was rated the Best Airport in the U.S. by Wall Street Journal and Best Midsize U.S. Airport in North America by travelers in the Airports Council International Airport Service Quality (ASQ) program.

SJC welcomed more than 12 million passengers in 2023. The Airport’s two passenger terminals offer 36 gates equipped with passenger boarding bridges, including four swing gates connected to a U.S. Federal Inspection Services facility. The Airport’s 10 commercial airline partners serve more than 40 nonstop destinations across North America and in Asia. SJC’s two fixed-base operators, as well as several corporate aviation tenants, serve the business aviation needs of Silicon Valley; corporate and general aviation traffic represents more than a quarter of aircraft operations at the Airport. With a compact footprint of just 1095 acres, SJC’s two, parallel 11,000 ft. runways are a short taxi from both the passenger terminals and the general aviation ramp.

Our mission is to connect, serve and inspire. Supporting this work is a staff of 228 with an [annual operating budget](#) of \$176 million and a \$614 million Adopted 2024-2028 [Capital Improvement Program](#). SJC is a self-supporting enterprise operation that receives no direct General Fund support from the City. The San José City Council is the policy making body for SJC. The Airport has an 11-member Airport Commission appointed by the Mayor and City Council that serves in an advisory capacity to the City Council and to the Director of Aviation regarding aviation issues. The City’s Airport Commission activity can be reviewed [here](#). SJC is a department in the Transportation and Aviation City Service Area. Additional information regarding SJC’s current core services, related programs, and budget can be found in the [City’s Fiscal Year 2023-2024 Budget Documents](#) and in the [SJC Financial Reports](#).



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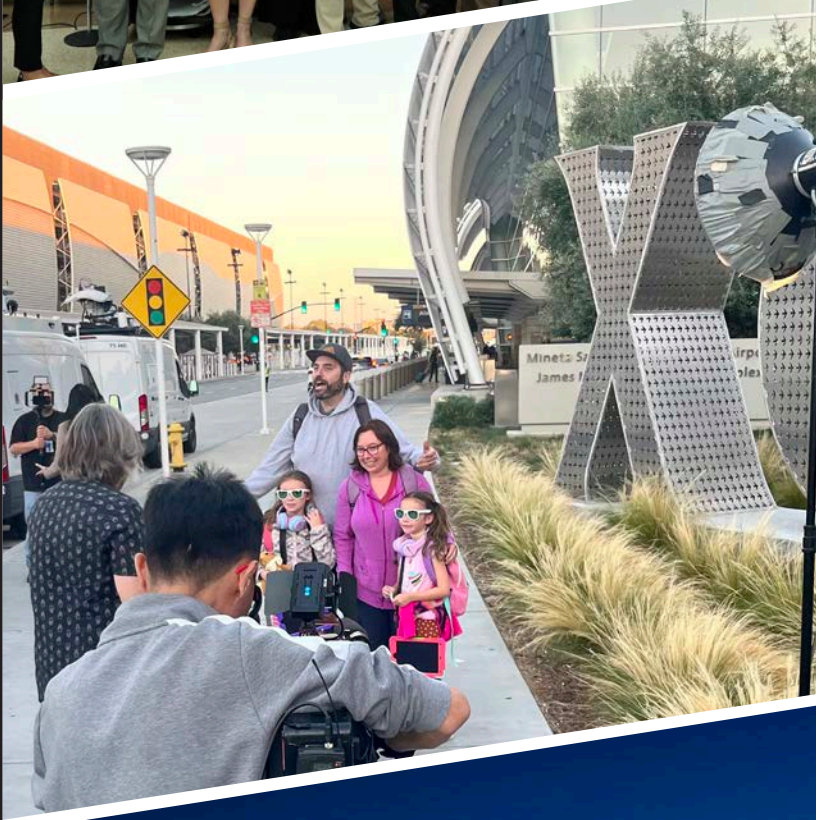
The Position and Duties

Thousands of stories unfold each day at SJCA. 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 capitalize on 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.





The Position and Duties *(continued)*

- 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.
- Lead staff in the development and execution of internal/employee engagement plans and initiatives and support Airport leadership with effective internal communication.
- 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 *(continued)*

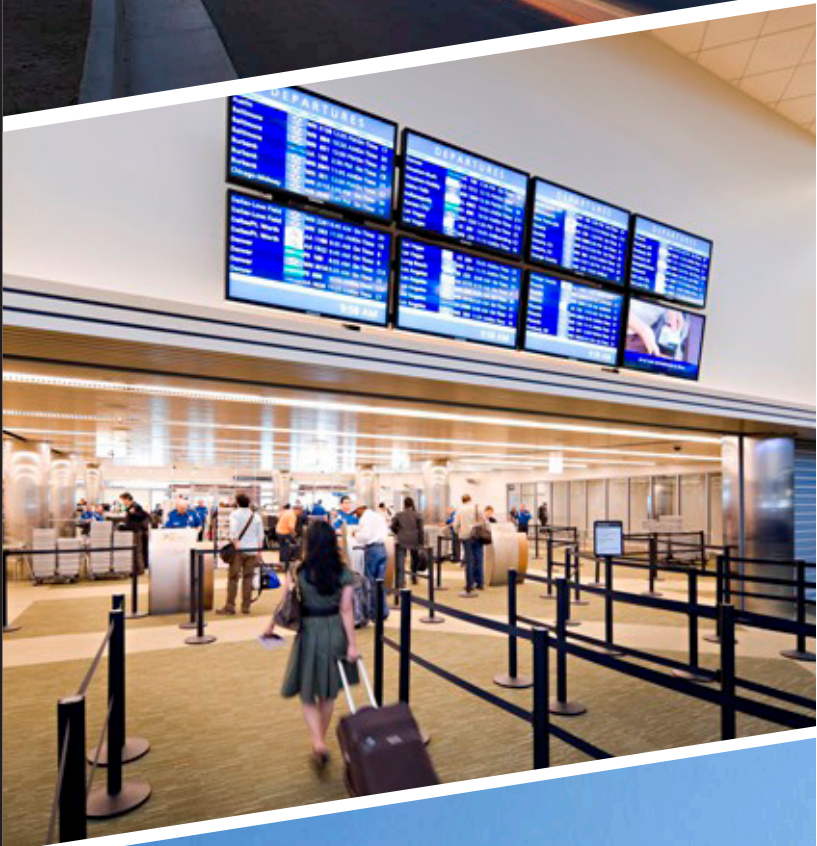
The ideal candidate has successfully planned, executed, and evaluated communication initiatives designed to overcome operational challenges. They are comfortable and confident speaking on camera; in front of a crowd; across the table from senior-level executives; and in challenging discussions with community 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.





Compensation and Benefits

The approved salary range for this position is \$144,274 – \$176,586 (includes Non-Pensionable Wage of 5%). The actual salary shall be determined by the final candidate’s qualifications and experience.

For more information on employee benefits, visit the [City’s Human Resources Benefits website](#).

How To Apply

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

Deadline for applications: **March 17, 2024**

Confidential inquiries are welcomed to:

Rod Dinger, A.A.E.
rod@adkexecutivesearch.com

Anthony Barnes
anthony@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.

The City of San José is an equal opportunity employer.

