



Chief Communications and Marketing Officer



This is truly a unique opportunity to play the lead role along with the mayor in communicating the City's vision of *"a San José that establishes a new standard for public safety, environmental sustainability, civic innovation, and shared prosperity to which every other city will aspire"*.

The City

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 178 square miles at the southern tip of the San Francisco Bay, San José is Northern California's largest city and the 10th largest city in the nation. With more than one million residents, San José is one of the most diverse large cities in the United States. San Jose'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, Samsung, and eBay as well as start-ups and advanced manufacturing.

San Jose'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. The downtown area is home to high-rise residential projects, theaters, museums, and diverse entertainment attractions such as live music, live theater, cafes, restaurants, and nightclubs. Inquiring minds are served by the Tech Museum of Innovation, the San José Museum of Art, and many local galleries and venues. Nineteen public school districts and over 300 private and parochial schools provide residents with a range of educational choices. Universities in and near the city include San José State University, Santa Clara University, Stanford University, and three University of California campuses.

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 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.





Office of Mayor Sam Liccardo

The San José City Council consists of ten Councilmembers elected by district and a Mayor elected at-large, each for four-year terms. The Mayor and Council represent the residents of San José, and are responsible for providing accountability, reviewing public policy and programs, and adopting those policies which best meet the needs of the residents, visitors, and businesses in San José. The Mayor serves as the political leader of San José, and under the City Charter, is responsible for recommending policy, program, and budget priorities for the City.

The Mayor's team is made up of experienced and dedicated staff in the areas of policy, land use and economic development, strategic partnerships, technology and innovation, communication, and administration; who are committed to realizing the Mayor's vision for the City of San Jose.

Mayor's Initiatives:

During his tenure, Mayor Liccardo has worked to bring the community together to:

- » Resolve longstanding pension battles, negotiating a voter-approved settlement that saves taxpayers \$3 billion.
- » Launch the nation's first Digital Inclusion Fund and connect 100,000 low-income residents with free broadband.
- » Rebuild SJPd with nearly 300 new police officers to strengthen neighborhood patrols
- » Double the miles of roads repaved annually, with a historic 200 miles of roads paved in 2019.
- » Fund the construction of thousands of units of affordable housing.
- » Respond to the COVID-19 pandemic by building over 300 units of emergency housing for unhoused residents.
- » Launch the nation's largest community choice clean energy utility.
- » Provide jobs to more than 4,000 teens living in gang-impacted neighborhoods.
- » Attract investments from employers Amazon, Apple, Broadcom, Google, Hewlett-Packard, Microsoft and Splunk.
- » Preserve nearly 1,000 acres of open space in South San Jose.
- » Make San Jose America's fastest-growing airport, with dozens of new domestic and international flights.
- » Chair the "Big 13" mayors in California through the end of 2021 that lobbies federal and state leadership on behalf of urban priorities.

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 the executive team provide strategic leadership that supports the policymaking 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 actively engages with members of 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, over 200 neighborhood and regional parks, an accredited zoo, 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, 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 6,592 positions and a total budget of approximately \$4.7 billion for the 2020-2021 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

The Chief Communications and Marketing Officer (CCMO) is formally classified as a Mayor's Public Information Officer and is an at-will position that reports to the Mayor's Chief of Staff and regularly interfaces directly with the Mayor to plan and execute the City's communications to the public and the news media.

The role of the CCMO is spelled out directly in the City Charter: "The functions and duties of this office shall be to gather and disseminate to the public and to the news media, in a timely manner, accurate and complete information concerning the policies of the Council and other information regarding the City and the general region in which it is located." The CCMO serves on the Mayor's senior leadership team, developing and executing communications strategies for initiatives, programs, and the annual budget messages. In addition, the CCMO oversees the Mayor's Office communications team as well as public communication from the City's Public Information and Communications staff within City departments regarding media inquiries, messaging to the public, coordinating events on behalf of the Mayor's Office, and representing the Mayor's office to City staff. The CCMO oversees a team that currently includes staff responsible for media relations, social media and graphic design. The CCMO has responsibilities for marketing programs, writing speeches, press releases, web content, social media posts, Op-Eds and columns, and serves as the editor for all office communications.

Knowledge, Skills and Abilities

- » Effective use of the principles, practices, methods, and techniques of public/community relations, media relations, marketing, social media, content creation, message development and program management in a diverse community.
- » A strong commitment to public service.
- » Significant experience in high-profile press and media relations, including effective communications with the press on complex topics.
- » Proven history of effective content marketing creation and message development.
- » The capacity to function in a dynamic and fast paced environment, including crisis communications.
- » Extensive interaction with elected and appointed officials including business executives, regulatory agencies, community groups, employees, and the general public.
- » The ability to formulate and accomplish strategic communication goals.
- » The ability to present sensitive and/or complex issues, both orally and in writing, to large diverse groups in a persuasive fashion.
- » The ability to make sound decisions and communicate effectively with the press with little advance notice.
- » A track record of outstanding accomplishments and superior performance, including excellent judgment and decision making, planning and organizational abilities.
- » Ability to communicate and work effectively with a diverse set of internal and external stakeholders.
- » Ability to serve effectively as a member of a management team, including mentoring and supervising staff.

The Ideal Candidate

Ideal candidates will be seasoned, media savvy communications and/or marketing professionals who possess the ability to provide sound advice to the Mayor and his team on how to best deliver a message and communicate with the media. Individuals with experience crafting language regarding politically sensitive subjects and the ability to distill complex policy issues into communications easily accessed by the public will find success in this role. He/she will demonstrate mastery of all modes of communication, including social media, and the ability to develop a sound strategy for integrating these different modes into an overall communication plan. With little advance notice, the CCMO must be able to interact and communicate effectively with the media, the general public, a broad range of community and special interest groups, employees, regulatory agencies, and elected and appointed officials on sensitive and complex issues in a manner that is clear and persuasive and instills confidence. He/she must possess excellent writing skills and be able to write press releases, web content, opinion pieces, resolutions, talking points, memoranda and other materials that are clear, concise, and professional.

The ideal candidate will have experience working as the communications/media representative for an organization or public figure that is/was subject to high profile public and media attention on a variety of complex topics. He/she will have a track record of outstanding accomplishments and superior performance, including excellent judgment and decision making, planning and organizational abilities.

Education and Experience

- » A Bachelor's degree, preferably a Master's degree, from an accredited college or university, with an emphasis in communication, English, journalism, public relations, public administration, marketing, or a related field providing education in writing and public policy.
- » Eight (8) to ten (10) years of professional experience with escalating levels of responsibility in the field of public/media relations and/or marketing in a political office, government entity, major corporation, or nonprofit. Multi-lingual skills, including Spanish or Vietnamese are highly desirable.

Candidates must be willing to work frequent evenings and weekends, and as exempt management employees, are not eligible for overtime compensation. Employees in this classification are not members of the classified civil service and are appointed "at will." Each appointment is for a specified period of time to be determined by the appointing Mayor and does not extend past the end of the elected official's or appointing authority's term. This unclassified position requires a disclosure of outside investments, real property interest, income, and business positions.





Compensation and Benefits

The approved salary range for this position is **\$128,234.99- \$206,875.50**. 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.

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 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: <https://www.sanjoseca.gov/your-government/departments/human-resources/benefits>

Application Process and Selection Procedure

To be considered for this exceptional career opportunity, submit your résumé, cover letter, and a list of six work-related references (two supervisors, two direct reports, and two colleagues, who will **not** be contacted in the early stages of the process) by **Monday, March 22, 2021**. Résumé should reflect years **and** months of employment including beginning/ending dates.

Please go to our website to submit your application: <https://executivesearch.cpshr.us/JobDetail?ID=1753>

For further information contact:

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Resumes will be screened in relation to the criteria outlined in this brochure. Candidates with the most relevant qualifications will be given preliminary interviews by the consultants immediately following the final filing date. Candidates deemed most qualified will be referred to the City. Selected candidates will be invited to participate in further interview and selection activities tentatively scheduled for **Friday, April 5th and Friday, April 12th**. An appointment will be made following comprehensive reference and background checks.

