

The City of San José's Aviation Department Invites Applications For Deputy Director of Marketing and Communications

The City of San José's Aviation Department is seeking a Deputy Director of Marketing and Communications for the Norman Y. Mineta San José International Airport (SJC) to lead an experienced team of creative and dedicated marketing professionals. The Deputy Director will be responsible for promoting SJC's brand and reputation throughout the Silicon Valley, nationally, and internationally with a focus on increasing airline passenger growth and non-airline revenue generation. The position is also responsible for the oversight and planning of the Airport's external communications and advises the Aviation Director in making strategic decisions regarding the public advancement of the Airport.

The position's primary responsibilities include:

- Creating an aggressive, highly strategic, integrated marketing roadmap to influence the Silicon Valley community to think of SJC as their "preferred choice" for air travel.
- Delivering marketing campaigns with high level of customer centricity with maximum effectiveness to increase passenger activity and promote the airport's unique culture, features, services, and increasing number of destinations.
- Building awareness and brand strength of SJC to enhance measurable value of our reputation. This may include oversight of public communication channels such as the Airport website and social media properties.
- Establishing a broad base commercial marketing perspective airport-wide by engaging in effective partnerships amongst the Airport Divisions.
- Seeking to understand aviation industry macro trends that can be leveraged in SJC marketing strategies, pushing the envelope and disrupting status quo in productive ways.
- Enhancing relationships to build collaborative marketing strategies amongst City Departments, Business Associations, and key Silicon Valley business partners.
- Developing short- and long-term plans and budgets for the marketing/communications/public relations program and its activities, monitor progress, assure adherence and evaluate performance.
- Developing and implementing media relations goals and strategies, overseeing public relations activities, such as press materials development, social media management, and organizing media events and press conferences as appropriate.
- Planning and ensuring effectiveness of advertising, as well as overall consistency of branding and messaging, conveyed both physically and virtually by the Airport.
- Monitoring and reporting on metrics of success for marketing activities and visibility, audience demographics, and the impact of Airport marketing programs.
- Inspiring, aligning, and motivating team members in a dynamic way to produce imaginative results.

Education and Experience

Any combination of training and experience equivalent to:

1. Education: Any combination equivalent to successful completion of advanced course work from an accredited college or university in Marketing, Public Relations, Aviation Management, Business Administration, or other related fields is required. A Master's Degree in Business Administration or Aviation Management is desired but not required.
2. Experience: Six (6) years of progressively responsible professional level experience in marketing, including at least two (2) years at a senior executive level, preferably in an airport environment.
3. Certification or License: Possession of a valid driver's license.
4. Accreditation: Accredited Airport Executive from the American Association of Airport Executives is a plus.

5. 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 José will not prepare or file a labor condition application with the Dept. of Labor.

Salary & Benefits

The current salary range for Deputy Director of Marketing and Communications is from \$116,893 to \$182,084 and the actual salary will depend on the qualifications and experience of the individual selected. The City provides an excellent array of benefits. For instructions on how to apply, please [click here](#) to see the recruitment brochure, or visit the searches tab at www.adkexecutivesearch.com.

Filing Deadline: June 29, 2018