Norman Y. Mineta San José International Airport

The City of San José's Aviation Department Invites Applications for Air Service Development Manager



NORMAN Y. MINETA SAN JOSE INTERNATIONAL AIRPORT
SILICON VALLEY'S AIRPORT

Norman Y. Mineta San José International Airport

Executive Search Services Provided by ADK Executive Search





The Community

Known as the "Capital of the Silicon Valley," San José is the world's leading center of innovation. With nearly one million residents, San José is the third largest city in California, and the 10th largest city in the country. Encompassing 178 square miles at the southern tip of the San Francisco Bay, San Jose is Northern California's largest city and one of the most diverse large cities in the United States.

San José's quality of life is unsurpassed. Located roughly 50 miles south of San Francisco and 390 miles north of Los Angeles, the City enjoys an average of 300 days of sunshine a year. Those living and working in San Jose have access to the City's many attractions, cultural and performing arts, and recreational opportunities. A year-round calendar of festivals and celebrations supports the community spirit. San José has received accolades for its living and working climate from publications including Business Week and Money magazines as well as other national media. The downtown area is home to high-rise residential projects, renovated theaters, and cultural attractions. Nightlife options include ballet, opera, symphony, live theater, nightclubs, and restaurants; inquiring minds are served at the Tech Museum of Innovation, the Museum of Art, and the Children's Discovery Museum.

Fifteen public school districts and over 300 private and parochial schools provide residents with a range of educational choices; innovative programs in local school districts include a nationally acclaimed performing arts magnet, as well as concentrations in aerospace, international studies, math and science, radio and television, and more. Universities in and near the city include San José State University, Santa Clara University, Stanford University and three University of California campuses.

Although it was once an agrarian community, San José's transformation into a technology center has led to the City housing the largest concentration of technology expertise in the world. The San José area today is powered by one of the most highly educated and productive populations in America. More than 40 percent of the workforce has a Bachelor's degree or higher, compared with 25 percent nationally. San José does not have an ethnic majority; residents include speakers of more than 50 different languages. The City is proud of its quality of life and of the rich cultural diversity evident in its population, its workforce, and its many neighborhoods.







City Government

The City of San José is a full service Charter City and operates under a Council-Manager form of government. Ten full-time Council Members are elected by District on a non-partisan basis and serve overlapping four-year terms with a two-term limit. The Mayor is also a member of the City Council but is independently elected at-large and serves up to two four-year terms. Department heads, including the Finance Director, are appointed by the City Manager with confirmation by the City Council. San José also actively engages citizens through Council appointed Boards and Commissions.

In addition to providing a full range of municipal services, San José operates a parking program, a municipal water system, a wastewater treatment facility, the Mineta San José International Airport and three municipal golf courses. The City also oversees convention, cultural event 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 HP Pavilion San José –home of the National Hockey League's San Jose Sharks.

City operations are supported by 5,495 positions and a total budget of $2.8 billion for the current 2012-2013 fiscal year. Maintaining the highest fiscal integrity, the City of San José has addressed significant budget shortfalls over the past decade while continuing priority services to the community to the extent possible.

Important Links

Mineta San José International Airport (SJC)

Team San José

County of Santa Clara

NORMAN Y. MINETA
SAN JOSE
INTERNATIONAL
AIRPORT
SILICON VALLEY'S AIRPORT







The Airport

Mineta San José International Airport (SJC) is managed by the City of San José's Aviation Department as an enterprise operation, which receives no General Fund support from the City. The Airport has a seven-member Advisory Board appointed by the Mayor and City Council..

Originally established in 1945, SJC has grown over the years, correspondingly with the growth of the Santa Clara Valley and its burgeoning high technology orientation. Continuous expansion projects were the order of the day in the 60's, 70's and 80's. In 1984, the Airport was renamed San José International Airport and began to take on the role of being a focal point for international cargo shipping and commerce.

Major terminal and runway expansion projects took place in the early 90's, and in 2005 the San Jose City Council approved plans to bring SJC into the 21st Century to reflect the innovation and technology of Silicon Valley. In 2010, upon completion of a $1.3 billion comprehensive modernization effort, SJC opened a cutting-edge new airport featuring the latest, locally developed technology that provides flexible support for airlines and passengers. SJC has the most sophisticated, state-of-the-art baggage security screening system in the world, and the consolidated rental car center is the nation's first to offer elevated, indoor fueling stations for fast, efficient operations for rental car companies.

SJC is the nation's 48th busiest facility, in terms of passengers, with over 8 million people using its services annually. SJC is served by 11 domestic and international airlines, three cargo airlines, and has two main terminals comprising approximately 940,000 square feet and 28 commercial gates. The Aviation Department has 184 full-time employees, plus receives support from other City Departments (Police, Fire, Public Works and Information Technology). The Airport's annual operating budget for Fiscal Year 2012-13 is approximately $72 million. SJC's annual capital program budget for Fiscal Year 2012-13 is $35.7 million with a 5-year (2013-18) Proposed Capital Improvement Program budgeted at $259 million. In addition, SJC served 4,124,885 enplanements and handled 120,105 aircraft operations in fiscal year 2011-2012.

Significant projects currently underway include major upgrades to a 29-acre parcel on the Airport's West Side, as well as, Taxiway W improvements and preparing facilities for flexibility and readiness for new opportunities.

Photos & Information Courtesy of:
Mineta San José International Airport (SJC)
which is managed by the City of San José's Aviation Department





The Position

Air Service Development Manager

Mineta San José International Airport (SJC) is seeking to expand its domestic and international passenger and air cargo service. The Air Service Development Manager is responsible for the overall management of air service development efforts for the City and plays a strategic role in fulfilling the economic development strategies approved by Council. The Air Service Development Manager will lead initiatives to identify and develop the expansion of international and domestic passenger and air cargo services. This position will report to the Deputy Director of Business Development and will work closely with and collaborate with the Aviation Director's Office. The ideal candidate would have an airline route planning background and would have held a relevant management position for an airline or airline-consulting firm, or have held a similar position at another airport.

Position Responsibilities

The responsibilities of this position include, but are not limited to the following:

- Identifies and develops opportunities to expand international and domestic passenger and air cargo services for San José and Silicon Valley;
- Conducts quantitative analysis of air service market conditions, analysis of passenger and/or cargo volumes, traffic flows, yield analysis, demographic profiles, forecasts (included projected growth in markets, demographic projections, etc.) historic data, and analysis of competing cities using a variety of tools and data sources such as US DOT, Airlines Reporting Corporation (ARC), OAG, and others.
- Works closely with the Office of Economic Development to develop economic research and current demographics demonstrating the strengths of SJC in support of airline presentations.
- Routinely presents technical information and concepts clearly, convincingly, and effectively both orally and in writing to diverse groups including airline executives, local community and business organizations, and elected officials.
- Prepares and conducts accurate, effective, and professional air service presentations to foreign, domestic and regional airlines using PowerPoint and other presentations tools.
- Establishes and maintains professional relationships with domestic and foreign airline executives both in corporate headquarters and regional and local offices, including route planning, operations, and sales and marketing.
- Manages staff, budget, contractors, and consultants assigned to air service development activities.
- Develops and coordinates creative strategies with stakeholders such as the Mayor and City Council of San José and other Silicon Valley cities; Silicon Valley and Bay Area regional and local business organizations; local and regional travel and hospitality organizations; and other economic development partners.
- Solicits corporate and community support for recruiting new routes and carriers.
- Develops and manages collaborative marketing strategies in concert with airlines to support the success of new routes.

This is an Executive Management classification (Unit 99)







Desirable Qualifications

The ideal candidate will possess the most desirable combination of training, skills and experience as demonstrated in past and current employment history.

These include:

- Experience and ability to conduct effective quantitative analysis of air service market conditions, trends, and opportunities.
- Experience identifying, developing and implementing collaborative strategies to support and expand international and domestic passenger service opportunities working for an airline, airline consulting firm and/or for a mid-to-large size airport (as defined by FAA).
- Experience preparing and presenting persuasive clear technical information and concepts, both orally and in writing, to diverse groups with varying degrees of familiarity with aviation issues using PowerPoint and similar tools.
- Experience and ability to conduct effective and professional air service presentations to executives of foreign, domestic, and regional airlines.
- Management experience supervising employees, contractors, and consultants.
- Experience working with government officials and federal agencies on regulatory matters and/or route case proceedings.
- Experience writing and producing a wide range of marketing materials to support and promote news services and products.

The ideal candidate is an accomplished, results-driven executive who has exceptional leadership, communication and interpersonal skills. This person should have experience with some elements of the department's service portfolio described above, and the ability and willingness to learn the other elements. Candidates should have a proven track record of building strong, collaborative relationships with stakeholders of all kinds, including residents, businesses, elected officials, and other professional staff. Candidates should also be comfortable working in a fast paced environment and have the capacity to drive forward with high priority initiatives while managing daily workload.

Personal Characteristics and Management Style:

- Confident decision maker with a track record of producing results
- Effective and empathic communicator skilled at building relationships
- Collaborative partner with stakeholders inside and outside the City organization





Compensation & Benefits

The salary range for the Air Service Manager is $97,260 to $151,502. The Manager's salary is supplemented by an attractive benefits package that includes but is not limited to:

- Retirement – Competitive retirement program with full reciprocity with CALPERS.
- Health Insurance – Employer pays 85% of lowest cost health insurance premium for family coverage. If another plan is selected, employee pays the amount in excess of 85% of the lowest cost plan.
- Dental Insurance – City pays 100% of lowest cost dental insurance plan for family coverage. If another plan is selected, employer pays 95% and employee pays 5% of plan cost.
- Life Insurance – City paid life insurance equal to two times salary
- Leave – Generous vacation, executive leave and holiday package
- Deferred Compensation – 457(b) plan available
- Savings Plan – Tax deferred medical and dependent savings plan
- Additional Programs – Accident insurance, long-term disability insurance, and employee assistance programs are also available

For information related to this position including the City's retirement plan and health benefits please visit the following websites:

Retirement Information
Health Benefits Information
Unit 99 Compensation Summary **(Position's Bargaining Unit)**

Application & Selection Process – How to Apply

A. Please submit, in PDF format, a cover letter, resume and at least five professional references with phone and email address, including your working relationship to them, to ADK Executive Search at: SJCair@adkexecutivesearch.com.

B. Your PDF submission should also include responses to the following:

1) In your airline/airport air service development experience, what has been your greatest success? What were the reasons this project was successful?
2) Why do you think the job of Air Service Development Manager at SJC is right for you?

C. Please complete the online ADK employment application form at: ADK Application Form *(this is a secure link)*.

Filing Deadline: Tuesday, May 28, 2013.

Only complete electronic submissions will be considered.
The City of San José is an equal opportunity employer.

Email Questions to: **SJCair@adkexecutivesearch.com** to the attention of **Annell Kuelpman**.