

DIRECTOR OF COMMUNICATIONS

Port of Oakland, CA





THE PORT OF OAKLAND

The Port of Oakland includes the Oakland seaport, Oakland International Airport, and 20 miles of waterfront. The Oakland seaport is among the top ten busiest container ports in the U.S.; Oakland International Airport is the fifth largest airport in California offering over 375 daily passenger and cargo flights; and the Port's real estate includes commercial developments such as Jack London Square and hundreds of acres of public parks and conservation areas. The Port employs approximately 500 individuals and has annual revenues of approximately \$381 million. Together, through Port operations and those of its tenants and users, the Port generates more than 84,000 jobs in the region and the Port's overall economic value—from business revenue, consumer spending, and total value of goods and services—tops \$130 billion. The Port of Oakland was established in 1927 and is an independent department of the City of Oakland. For more information, visit the Port's website at www.portofoakland.com

THE COMMUNITY

Nestled in between the San Francisco Bay and the California coastal mountains, the City of Oakland has a rich history, diverse culture and expanding local economy. Its temperate Bay Area climate - rated the best in the nation - combined with a vast network of arts, entertainment, recreational and educationally-enriching amenities make Oakland a thriving setting for its 447,000 residents and a tourist destination for thousands of visitors annually. The City's diverse landscape is a lively urban-suburban mix of beautiful hillside residential neighborhoods, a large stock of historic homes and buildings, two lakes and the Oakland Estuary.

Oakland is also one of the nation's most diverse cities, with residents speaking nearly 125 different languages and dialects. Oakland's diversity is also reflected in more than 600 year-round cultural fairs and events citywide. Other recreational, cultural and entertainment activities take place in 106 parks, Lake Merritt, Jack London Square, Knowland Park Zoo, the Oakland Museum of California and the Paramount Theater, among other welcoming venues.

Oakland is in close proximity to some of California's most famous destinations - San Francisco is just minutes away and the world-renowned Napa Valley wine country is a short distance further. In addition, Oakland is just three hours from Lake Tahoe and the Sierra Mountains, less than three hours from Monterey, Carmel and Mendocino, and a short one-hour flight to Southern California. For longer trips, travelers can take advantage of the generous flight schedule offered by the numerous major carriers at Oakland International Airport. Encompassing a wide range of housing and educational choices for its residents while providing all the elements of an attractive urban city, Oakland is a great place to live and work.

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THE POSITION

The Director of Communications reports to the Executive Director. He/She directs and administers the internal and external communications and media relations programs of the Port of Oakland in accordance with the mission, goals, and objectives as articulated by the Executive Director and approved by the Board of Port Commissioners. The Director promotes the Port's mission, goals and objectives to internal and external audiences and directs staff in the implementation of media and public relations programs; and performs related duties as assigned.

The Director of Communications is responsible for the formulation of communications policy and strategy in accordance with the Executive Director's strategy and direction. The Director functions as a spokesperson for the Port of Oakland and provides leadership, coordination, management and accountability of media, public information, public relations and communications. This position has considerable latitude for independent judgment and action within established guidelines and is accountable for accomplishing division goals and objectives.

The Director of Communications has three direct reports.

THE IDEAL CANDIDATE

The Port of Oakland is one of the Bay Area's destination workplaces. This fast-paced and transparent organization seeks a proven communications professional who is hands on and thrives on international issues. The Director will join the Port's Executive Team. This person will be a confident and respected working Director who is invested in the Port and the community.

The top priorities for the next Director are:

- Carry out the new Executive Director's vision and agenda. The strategy and message will need to be conveyed to all stakeholders both internal and external.
- Provide ongoing counsel and updates to the Executive Director and the Board of Port Commissioners. Be responsive and a visible presence.
- Develop and executive plans for communicating with all Port stakeholders.
- Continue to lead the social media and video campaigns, speech writing, press relations and interview coordination.

The ideal candidate will be forward thinking about the Port's goals and objectives and able to develop plans to best deliver the Port's message. The selected candidate will already have an understanding of the Bay Area and its local issues, and the Port's businesses. He/She will be a collaborative and strategic partner to the Executive Director and Executive Team. Lastly, this person will be able to work autonomously, and be dedicated and committed to serving the Port and its diverse audiences.

Education, Certifications and Experience

This position requires a combination of education and experience reflecting the required knowledge and skills such as graduation from an accredited college or university with a bachelor's degree in Public Relations, Mass Communications, Political Science, Public Administration, Business Administration, or a related field; PLUS seven years of professional communications experience, including at least two years with full management responsibility for managing the staff and activities of an external affairs program in a governmental agency. A post baccalaureate degree and fluency in a secondary language is highly desirable.

- Must be available for on-call duty as required by emergency situations, or as required for uninterrupted Port operations.
- Requires outstanding written and verbal communications skills. Experience with program development is strongly preferred.
- Maritime experience is a plus. Familiarity with the Ports projects and objectives is strongly preferred.

Candidates from the public and private sector are strongly encouraged to apply.

COMPENSATION

The salary range for this position will be commensurate with the qualifications and experience of the successful candidate. The Port's 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 our 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 Port's attractive benefits package includes:

- California Public Employees Retirement System (CalPERS) pension formula of 2% at 62 for new members or 2.5% at 55 for new hires with other CalPERS membership and/or reciprocity.
- The Port offers lifetime retiree medical benefits for eligible employees and dependents.
- The Port pays 100% of Kaiser medical, dental and vision premium cost for employees and dependents.

Time Away from Work

- From 2 to 5 weeks of vacation depending on years of employment at the Port.
- 10 days of Management Leave.
- 12 days of sick leave per year after three months of employment.
- 13 paid holidays and 1 Floating Holiday.

To learn more, visit <http://www.portofoakland.com/business/human-resources/>.

HOW TO APPLY

Please apply **on-line** by **March 20, 2020** at www.alliancerc.com. For questions and inquiries, please contact:

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