



# PORT OF LONG BEACH, CA

INVITES YOUR INTEREST IN THE POSITION OF

## DIRECTOR OF COMMUNICATIONS AND COMMUNITY RELATIONS



## THE COMMUNITY

The Port of Long Beach is located on the Pacific Ocean in the City of Long Beach, California (population 474,000), between the City of Los Angeles and Orange County. The City of Long Beach is often described as a series of strong, diverse, interwoven small communities within a large city. Long Beach is home to an abundance of cultural and recreational options including the Long Beach Convention Center, Aquarium of the Pacific, Queen Mary, the Annual Toyota Grand Prix of Long Beach, and the Long Beach Sea Festival; these and a wide variety of other attractions draw over four million visitors each year. The City is also home to California State University, Long Beach, which is ranked the No. 3 best value public college in the nation, and Long Beach City College, one of the largest community colleges in California.

The City also has its own full-service commercial airport which has become a favored alternative to other southern California airports by offering preferred flight schedules, carriers, and overall accessibility. In addition, the Los Angeles rail transit system, the Metro, has numerous stops within Long Beach and throughout the area.

Long Beach offers all of the amenities and opportunities of a large metropolis while maintaining a strong sense of community and cohesiveness. As the seventh largest city in California, Long Beach has been referred to as the “most diverse city” in the nation by USA Today. An ideal southern California climate, quality schools, a vibrant downtown, and a variety of neighborhoods help make Long Beach one of the most livable communities in the country.

## THE ORGANIZATION

One of the world’s busiest seaports, the Port of Long Beach is a leading gateway for international trade and the second busiest container port in North America. Founded in 1911, it has grown to more than 3,200 acres and moves more than \$180 billion in trade each year. If combined with its next-door neighbor, the Port of Los Angeles, the San Pedro Bay port complex would rank among the top ten busiest container ports in the world. East Asian trade accounts for more than 90 percent of Long Beach shipments with the top trading partners being China, Japan, South Korea, Hong Kong, and Taiwan.

The Port of Long Beach, which is the City of Long Beach’s Harbor Department, is governed by the Long Beach Board of Harbor Commissioners. The Port’s Chief Executive is appointed by the Board of Harbor Commissioners and is responsible for overall Port activities. The Chief Executive is supported by a Capital Programs Executive and six Managing Directors: one each for these bureaus: Commercial Operations, Engineering, Environmental Affairs and Planning, Finance and Administration, Communications, and Human Resources and Team Development.

The Port has approximately 530 employees and generates annual operating revenues of nearly \$375 million. The Port of Long Beach is a landlord port that leases and acquires

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property for port development. The Board of Harbor Commissioners leases port shipping terminals and other facilities to private entities. Port revenues are reinvested in new facilities and port-related improvements and capital expenditures are expected to total approximately \$4 billion over a period of 10 years. In addition to its role as a critical hub for international commerce and as a major transportation center, the Port of Long Beach plays a key role in promoting global trade. Port-related international trade has wide-ranging economic impact, supporting thousands of jobs that benefit the region and the entire country.

In 2005, the Board of Harbor Commissioners adopted a Green Port Policy that has positioned the Port as the leader in the area of environmental stewardship. To further their commitment to the environment, in June 2006, the ports of Long and Los Angeles jointly introduced the San Pedro Bay Ports Clean Air Action Plan (CAAP), a sweeping plan aimed at significantly reducing the health risks posed by air pollution from port-related ships, trains, trucks, terminal equipment, and harbor craft. Following that success, in 2009, the ports of Long Beach and Los Angeles jointly adopted the San Pedro Bay Ports’ Water Resources Action Plan, to identify programs that will support healthy water and sediment quality as well as prevent Port operations from degrading existing water and sediment quality. To learn more about the Port, go to [www.polb.com](http://www.polb.com).

## THE DIVISION

The Communications and Community Relations Division is responsible for overseeing all aspects of the Port’s internal and external communications. Specifically, the Division is responsible for building awareness and understanding of Port operations within the international maritime industry, local and regional communities, and the Port’s stakeholders. The Division also provides strategic communications services and media relations for the Port. With an annual operating



budget of \$6.5 million and a staff of 20 professional and clerical budgeted positions, the Communications and Community Relations Divisions plays a key role in promoting the Port's well-established brand. Whether it is developing reports, hosting press conferences, writing speeches, orchestrating special events, administering quarterly surveys, or designing innovative ways to educate students regarding the importance of the Port, these critical functions rest in the Communications and Community Relations Division.



## THE POSITION

The Director of Communications and Community Relations is responsible for directing a number of wide-ranging tasks that are highly visible to all of the Port's stakeholders. Reporting to the Executive Director, the Director of Communications and Community Relations is responsible for directing stakeholders, with the ultimate responsibility of crafting the image of the Port.

Essential functions of this position may include, but are not limited to, the following:

- Provides leadership and direction for the division that provides all communication and media services for the Port of Long Beach; provides direct and indirect supervision of all communication staff, establishing goals and objectives, measuring performance, and ensuring an effective, customer-oriented service level is attained.
- Manages execution of comprehensive community and education outreach programs.
- Manages proactive and responsive media relations.
- Coordinates Port presentation at public events, community activities, and community meetings.
- Provides leadership in developing and overseeing trade and public advertising programs.
- Fosters an environment of creativity in developing various promotional strategies for the advancement of Port objectives.
- Promotes training and development of Communications Staff and provides support and guidance in Communications Staff career development.
- Consults with Bureau Chiefs and Division Directors to determine short- and long-term needs and designs processes and information systems that will be responsive to those needs.
- Provides direction, information, and support to Directors on communications matters that affect their respective organizations.
- Directs and reviews the preparation of a variety of written correspondences, reports, procedures, and other written materials.

- Plans, supervises, and allocates financial resources appropriately and responsibly.
- Attends and participates in Board of Harbor Commission, committee, staff, public and private agency meetings, as required, regarding assigned services, activities, and programs.
- Performs other duties as required.

## THE IDEAL CANDIDATE

The Port of Long Beach is seeking a Director of Communications and Community Relations with a strong leadership background and collaborative work style that fosters teamwork, high motivation, and commitment. The ideal candidate will be a creative and talented problem solver, and strategic thinker who displays natural ingenuity and a passion for high quality service and products. A strong, hands-on manager, capable of inspiring and energizing staff with experience in or with the public sector and working with elected and/or appointed officials is highly preferred.

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The Port is seeking an outstanding spokesperson with a highly developed political acumen and sophisticated understanding of the media; a candidate of impeccable integrity with a high commitment to the code of business ethics. He or she must have demonstrated leadership skills that include maturity, vision, and ability to articulate the organization's vision and mission to others. To be successful in this position, the candidate must be capable of working independently without extensive direction or oversight and have high-level organizational and planning skills to efficiently and accurately manage workflow. He or she must be able to handle frequent interruptions, prioritize tasks to complete multiple assignments with competing deadlines, and be able to set priorities, take initiative, and exercise sound

independent judgment. An individual is sought who is comfortable working under pressure and tight deadlines and capable of effectively managing numerous diverse projects and priorities simultaneously while rolling up sleeves and actually doing the work.

As a representative of the Port in both public and private forums, the incoming Director must be an exceptional public speaker with excellent verbal and written communication skills. He or she must display admirable interpersonal skills, exhibit a dynamic and engaging demeanor, and be able to quickly establish relationships and credibility. The Director must be a direct communicator who is capable of building and maintaining effective working relationships with all levels of employees, across functional lines, and with people from diverse backgrounds and areas of technical expertise. This position requires advanced English language skills; second language speaking ability is desirable.

The incumbent should have broad knowledge of management principles and the principles and practices of sound business communication, as well as general comprehension of maritime and/or international trade industries. He or she should have experience as a number one or number two management professional in a complex, similarly situated organization with comparable challenges and structure, and have sophisticated understanding of the media.

Candidates must possess a Bachelor's Degree in Journalism, Communications, or a closely related field, and have a minimum of ten years of communication management experience managing a small to medium staff of creative talent dealing with graphic design, media, and community relations. A Master's Degree in a related field and a background in Journalism and/or media relations and crisis communications is desired. Candidates must have a valid California driver's license; to accommodate a disability, an alternative method of transportation may be utilized to carry out essential job-related functions.

## THE COMPENSATION

The annual salary range for the incoming Director of Communications and Community Relations is \$157,000 - \$165,000 and is dependent upon qualifications. Along with the opportunity of working in one of the most diverse and dynamic areas of the United States, the Port also offers an attractive executive level benefits package that includes:

**Retirement** – The City participates in the California Public Employees' Retirement System (CalPERS) under a 2% @ 62 formula, coordinated with Social Security (with a 6.5% payroll contribution).

**Group Health Insurance** – Medical (an HMO and a PPO) and dental options (two plans to choose from) available for employee and dependents.

**Life Insurance** – City-paid life insurance policy of \$20,000 plus executive insurance benefit equal to three times annual salary up to a maximum of \$500,000.



**Disability Insurance** – City-paid short and long-term disability insurance.

**Deferred Compensation** – Plan available through ICMA.

**Vacation** – 12 days after one year of service; maximum of 20 days after 19.5 years of service.

**Holidays** – 9 designated holidays per calendar year, plus 4 personal holidays.

**Sick Leave** – 12 days per year.

**Executive Leave** – 5 days per year.

**Bereavement Leave** – 3 days for death or critical illness of immediate family member plus three days of accrued sick leave.

**Annual Physical** – Provided by the City.

**Alternate Work Schedule** – 9/80 schedule, with a regular day off every other Friday.

**Auto Allowance** – Up to \$450 per month.

## TO APPLY

If you are interested in this outstanding opportunity, please visit our website at [www.bobmurrayassoc.com](http://www.bobmurrayassoc.com) to apply online.

**Filing Deadline:  
March 17, 2017**

Following the closing date, resumes will be screened according to the qualifications outlined above. The most qualified candidates will be invited to personal interviews with Bob Murray and Associates. Candidates will be advised of the status of the recruitment following finalist selection. Finalist interviews will be held with the Port of Long Beach. A select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval. Relocation is not available for this position.

If you have any questions, please do not hesitate to call Ms. Valerie Phillips at:

(916) 784-9080

**The Port of Long Beach is an Equal  
Opportunity Employer.**

