



COMMUNICATION AND STRATEGIC POLICY MANAGER

DEFINITION

To develop, implement, and manage the City's comprehensive communication plans, public outreach and media strategies. Develops, coordinates and assists with City-wide strategic initiatives, policies, programs, and special projects; government relations and coordination of legislative advocacy; and to provide highly responsible and complex analytical support to the City Manager's Office.

DISTINGUISHING CHARACTERISTICS

This is a single mid-management level classification that reports to the City Manager or his/her designee and is responsible for maintaining contact and open channels of communication with City officials, media, and the public regarding operations and objectives of City government.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by the City Manager. Responsibilities may include direct and indirect supervision of assigned professional, clerical and technical staff. Exercises discretion and independent judgement with respect to assigned duties.

ESSENTIAL JOB FUNCTIONS- The following are typical illustrations of duties encompassed by the job class, not an all inclusive or limiting list:

- Develop and execute strategic communication and public outreach plans in consultation with City management and City Council to promote initiatives and priorities of the City; work with all City departments to coordinate and manage all external and internal communications.
- Provide advice and support to City staff and elected/appointed officials regarding public and media relations, including goals, strategies, tactics and tools, as appropriate; assists City management and City Council on developing and implementing the most effective approach to communicate with the public and staff about matters of importance and sensitivity.
- Plan, develop, and implement comprehensive communication and public information programs for the City's written, oral, and multi-media communications with the public, news media, social media platforms, and City staff.
- Develop and maintain effective branding strategies for City's communications.

- Respond to requests for information and coordinate its dissemination to the media, community groups, and the general public or designates another information source.
- Assist City staff and elected officials with appropriate written, oral and multi-media communications; prepare talking points, key messages, media alerts, public announcements, presentations and other informational materials related to public information.
- Organize and update emergency public information communications strategies during a local disaster or other crisis situations; may participate in an active emergency operation center (EOC).
- Develop, manage and provide oversight of the City's overall social media strategy and presence.
- Arrange, promote, and participate in special events including dedication ceremonies, appreciation events, and city/community functions.
- Develop and implement methods and materials promoting special events sponsored by the City.
- Plan, conduct and coordinate public opinion research and surveys to determine interest and communicate results to management or staff; identify trends and monitor public information legislation, advise on trends and make recommendations.
- Provide management oversight of the City's external website and intranet; ensures website content is appropriate and aligns with City communication plans, strategies and website design standards; establish best practices and guidelines for maintaining the web site and other electronic communications, such as social media.
- Track and analyze Federal and State legislation.
- Research, conceptualize, plan, communicate and/or coordinate implementation of new strategic initiatives that promote a stronger more resilient city including social equity, economic prosperity and environmental sustainability.
- Coordinate with other departments for the preparation and implementation of the City's sustainability and climate resiliency efforts and projects.
- Supervise staff and work groups as assigned by the City Manager.
- Establish and maintain positive working relationships with co-workers, other City employees, other public agencies, community groups, and the public using principles of good public relations and customer service; act as liaison with the community and represent the City at meetings.
- Perform other duties as assigned.
- Regular, predictable, consistent and timely attendance is an essential function of the position, in that Employee must be present to work to complete assigned tasks.

QUALIFICATIONS

Knowledge of:

- Principles, practices and problems related to public administration and local, state and federal government services;
- Current principles, procedures, and best practices related to communication, public information and media, and community and public relations in a local government environment;
- Techniques and methods used in evaluating the effectiveness of a public information program;
- Effective techniques for branding and marketing within a public agency environment;
- Current, relevant and emerging information sources in the fields of communication, marketing, public relations and public administration;
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, various business, professional, educational and regulatory organizations, and the public;
- Effective and accurate writing, editing, publishing procedures and media requirements for dissemination of information, including styles and techniques, concepts and practices of researching, interviewing, branding, marketing and graphic illustration;
- Fundamentals of web content design and development;
- Political, social, environmental, and community development issues, and legislative developments of importance to the community and City;
- Legislative processes and principles;
- Emergency and crisis management techniques and practices;
- Effective principles and methods of staff evaluation and supervision.

Ability to:

- Plan, organize and coordinate the activities of a centralized communications and public relations function;
- Develop sound communications and public relations strategies and deliverables;
- Manage a variety of administrative operations, functions, and projects;
- Interpret and apply laws, regulations, policies and procedures related to communications and public relations in a municipal environment;
- Analyze complex problems, make decisions rapidly within the scope of authority and recommend solutions and strategies to the Department Heads, City Manager and/or City Council;
- Establish and maintain effective working relationships with City staff, Council members, the media, the public and various outside agencies;
- Communicate effectively, in a clear, concise and effective manner, both orally and in writing;
- Effectively use emergent technologies and methods related to communications and public relations;

- Operate computer software such as desktop publishing, presentation software, graphic design, spreadsheets and databases;
- Design, develop and manage web pages;
- Evaluate programs in terms of cost effectiveness and utility to City government;
- Anticipate and respond to public information/awareness needs;
- Break down complex issues in a manner that is easily communicated and understood by a diverse audience;
- Work around obstacles to develop and implement creative solutions to problems;
- Meet overlapping and conflicting deadlines and adapt well to last minute changes in assignments and priorities;
- Maintain composure in stressful situations, competing or conflicting demands, ambiguous assignments, interruptions and distractions;
- Prepare and administer a budget;
- Evaluate and supervise staff.

Education and Experience:

Any combination of experience and training that provides the required knowledge and abilities is qualifying. A typical way to acquire the knowledge and abilities would be:

Education:

Equivalent to a Bachelor's degree from an accredited four-year college or university with major coursework in communications, marketing, public relations, public administration or other related field. Masters Degree in a similar or related field highly desirable. A Master's degree may substitute for experience, (up to two (2) years).

Experience:

Four (4) years of progressively responsible, professional level experience in the field of public information, public relations, communications, journalism or marketing. Government experience is highly desirable.

License or Certificate

- Requires possession of a valid Class C California driver's license.

ADA COMPLIANCE

Physical Ability: Positions in this class typically require climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, climbing, pulling, lifting, fingering, grasping, talking, hearing, seeing, and repetitive motions.

Light Work: Exerting in excess of 100 pounds of force occasionally, and/or in excess of 25 pounds of force constantly to move objects.

Other Requirements:

Sensory Requirements: Requires the ability to recognize and identify similarities and differences between shade, degree or value of colors, shapes, sounds, forms, textures or physical appearance associated with objects and people.

Environmental Factors: May be subjected to moving mechanical parts, electrical currents, vibrations, fumes, odors, dusts, gases, poor ventilation, chemicals, oils, extreme temperatures, work space restrictions, intense noises, and environmental dangers.

Council Approval: September 6, 2022