



## Communication/Civic Engagement Manager

Department/Division:	Management Services
Reports To:	City Manager
Provides Direction To:	
FLSA Exemption Status:	Exempt
Employment Exemption Status:	At-Will
Date Prepared:	October 7, 2014
City Council Resolution #	

### GENERAL PURPOSE

Under general direction of the City Manager, oversee, manage programs and activities of the City's communication strategy program, perform complex professional and administrative duties in the development and management of a comprehensive public relations program, community outreach and engagement, and marketing program; manage the City's message through various media, including print, television, broadcasting, and social media; serve as the City's initial spokesperson with the media; and performs other related duties as assigned.

### DISTINGUISHING CHARACTERISTICS

The Communication/Civic Engagement Manager is distinguished by job duties working closely with City Council, the community, Executive Management Team, and senior leadership team on a variety of strategic initiatives; will interface with intergovernmental and neighborhood partners; and manage the City's legislative platform.

### ESSENTIAL FUNCTIONS

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the class.*

1. Develop, implement and evaluate an annual, integrated strategic communications plan to advance the City's brand identity; broaden awareness of its programs, priorities, and construction projects; and increase the visibility of its key messages and programs across key stakeholder audiences.
2. Identify opportunities to update the City's website by making it more user-friendly and making information more accessible to the community; manage and oversee the City's social media content across all departments to ensure consistency with the communication strategy-
3. Continue to build on and grow the City's online civic engagement tools, including increased use of social media outlets and other civic engagement technology tools.

4. Identify challenges and emerging issues faced by the organization; work with staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
5. Manages, administers, and participates in the design, development, writing and distribution of printed public information/marketing materials such as news releases, public service announcements, brochures, newsletters and various City publications. May also participate in the design, writing and production of graphics, commercials and videos related to public information and promotional functions.
6. Maintains media contacts, disseminates news materials; contacts media personnel to obtain coverage of City activities
7. Develop and manage all media contacts; actively engage, cultivate, and manage press relationships to ensure coverage surrounding City programs, services, special events, public announcements, and other projects.
8. Formulates and evaluates communication goals, objectives, programs, policies, and practices given City Departments, City Council and community needs.
9. Serve as communications subject matter expert to the City's leadership team and Council; perform Public Information Officer duties when the Emergency Operations Center is activated.
10. Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
11. Manage City contracts with federal and state government lobbyists, propose an annual legislative platform and other strategies and tactics for achieving the City's goals, track legislative issues or pending legislation pertaining to the City, and carry out Council direction.
12. Conduct press briefings to news media; represent the City and/or City Manager's Office, City Council members, and other staff at public meetings and to other public or private agencies as required.
13. Compile and analyze communications and public information data; conduct surveys regarding public outreach satisfaction; prepare and process reports, records, staff reports, and related communications; manage and participate in the development of the budget.
14. Works closely with City staff and community representatives regarding the open government initiatives.
15. Makes oral and written presentations to the City Council, City staff, and community groups.

## **QUALIFICATIONS GUIDELINES**

### **Knowledge of:**

Principles and practices of public information and media and community relations in a local government; best practices in the area of leadership and management of a comprehensive strategic communications, media relations and marketing program; creative and thoughtful utilization of media technologies; effective community outreach and engagement techniques; recent developments and current literature in the field of communications, public relations and community engagement; and writing and editing techniques used in public and community relations.

### **Ability to:**

Develop and implement a comprehensive communication program utilizing various forms of media; communicate clearly and effectively, both orally and in writing; conduct, analyze, and interpret research to make recommendations consistent with current laws, regulations, and policies; perform responsible administrative work in a high profile manner dealing with related topics and able to, under intense public and media scrutiny, respond appropriately as situations changes; read and interpret complex procedures, guidelines, municipal, state and federal laws; establish and assess the effectiveness of communication strategies and marketing programs, policies and objectives in meeting city and community service needs; recommend improvements to increase operating effectiveness; prepare clear and comprehensive written reports for review by management, and City Council; make effective presentations to the City Council, City Manager, and community groups; establish and maintain effective working relationships with staff, management, contractors, vendors, City Council, and other public and private representatives; operate computer hardware and modern office equipment; use word processing, spreadsheet, graphics, and records management software.

### **Education/Training/Experience:**

Bachelor's degree in public relations, communications, marketing, public administration or a related field is required. Five years of increasingly responsible public information, media relations experience or public affairs leadership role within a complex government, nonprofit or similarly structured agency is required. At least two years of experience performing public relations in a municipality is preferred.

### **Licenses, Certificates; Special Requirements:**

Ability to attain a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the City's Vehicle Insurance Policy standards.

Ability to work extended hours, weekends and/or holidays in order to complete projects, attend meetings, and accommodate City needs.

In accordance with California Government Code Section 3100, City of Manhattan Beach employees, in the event of a disaster, are considered disaster service workers and may be asked to protect the health, safety, lives, and property of the people of the State.

## **PHYSICAL AND MENTAL DEMANDS**

*The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

### **Physical Demands**

While performing the duties of this class, the employee is constantly required to sit, and occasionally to stand and walk. Finger dexterity and light grasping is required to handle, feel, or operate computer hardware and standard office equipment; and reach with hands and arms above and below shoulder level. The employee occasionally lifts and carries records and documents typically weighing less than 25 pounds.

Sensory demands include the ability to see, talk, and hear.

### **Mental Demands**

While performing the duties of this class, the employee is regularly required to use oral and written communication skills; read and interpret data; thoroughly analyze and solve problems; exercise sound judgment in the absence of specific guidelines; use math and mathematical reasoning; establish priorities and work on multiple assignments and projects concurrently and meet deadlines given interruptions; and interact appropriately with staff, management, City officials, contractors, vendors, public and private representatives, and others in the course of work.

## **WORK ENVIRONMENT**

The employee frequently works in office conditions with controlled temperature settings.

The employee frequently attends meetings, functions, and other City events, including those held in evenings and weekend hours. The employee occasionally drives to project sites to evaluate developments and is exposed to loud construction noise, dust, and debris, traffic, and variable weather conditions.