

PUBLIC ENGAGEMENT MANAGER

Approved: October 2023

FLSA: Exempt

Unit: Unrepresented Management



Definition
Under general direction, develops, organizes and leads a strategic citywide public engagement program; manages the effective use of program resources to improve organizational productivity and customer service; fosters cooperative working relationships among City departments and with various public and private groups; provides highly complex and responsible support to the assigned supervisor and City Manager's Office; and performs related duties as assigned.
Supervision received and exercised
Receives general direction from a department director, Deputy City Manager, Assistant City Manager or City Manager. May exercise supervision over supervisory, professional, technical, and administrative support staff and volunteers.
Class characteristics
This is a management classification that oversees, directs, and participates in the development and continuous improvement of a citywide public engagement effort to ensure consistent, credible, positive and professional communications. This class provides assistance to the City Manager's Office in a variety of administrative, coordinative, analytical, and liaison capacities. Responsibilities include development and administration of public engagement policies, procedures, and services; budget administration and reporting; contract administration and program evaluation. Successful performance of the work requires knowledge of public policy and municipal functions and activities, including the role of an elected City Council, and the ability to develop, oversee, and implement public engagement projects and programs. The incumbent is accountable for accomplishing public engagement planning, operational goals and objectives; and for furthering City goals and objectives within general policy guidelines.
Examples of typical job functions (illustrative only)
<p>Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.</p> <ul style="list-style-type: none"> • Advises city staff on the planning and implementation of the City's public engagement efforts. • Develops, directs, and coordinates the implementation of goals, objectives, procedures, and work standards for public engagement efforts; establishes, within City policy, appropriate budget, services, and staff levels. • Recommends strategies, policies, and procedures necessary to support city goals and objectives using a City Council adopted public engagement framework. • Evaluates direct report employee performance, counsels and trains employees, and effectively recommends disciplinary action; assists in selection and promotion. • Represents the city in meetings and events with representatives from other jurisdictions and agencies, private sector organizations, non-profits, community groups, and members of the general public. Identifies and establishes a comprehensive centralized database of potential stakeholders. • Leads and supports citywide and interdepartmental initiatives and projects. • Assists the public with the City's processes, develops connectivity tools that keep the public informed, and ensure productive and meaningful outreach. • Participates in the selection of modern technological transparency tools emphasizing ease of use for the community. • Facilitates consistent application of the City-adopted framework for public notices, website, social media, and other public communication tools. • Administers and continually improves all City communication channels—both digital and print—using best practices in the communications industry. • Serves as a liaison to City departments, the public, and outside agencies regarding public engagement issues and efforts; develops and conducts training on public engagement topics for City staff. • Manages media relations, responds to inquiries from media contacts and produces press releases on topics across all City departments. • Provides timely, informative and effective public communications during emergencies and works closely with communications staff in other jurisdictions, agencies and organizations to disseminate consistent and accurate emergency-related messaging.

- Provides highly complex professional staff assistance to the city manager's office and City Council; prepares and presents staff reports and other necessary correspondence to City Council, boards, and commissions; ensures the proper documentation of activities.
- Conducts a variety of studies, needs assessments, surveys and research; identifies future public engagement project and program needs.
- Attends and participates in professional group meetings and committees; stays abreast of new trends and innovations in the field of public engagement programs; researches emerging products and enhancements and their applicability to City needs.
- Maintains and directs the maintenance of working and official program files.
- Prepares, reviews, and presents various management and information updates, and reports on special projects.
- Performs other duties as assigned.

Qualifications

Knowledge of

- Principles, practices, and techniques of public information/outreach and public consultation.
- Principles, practices and concepts of open government and citizen participation; and operational characteristics, services and activities of municipal government.
- Principles and practices of written communication, graphical layout and multimedia techniques appropriate to web-based communication, ensuring that work products are clear, usable and effectively convey the intended messages and information.
- Recent and on-going development in public outreach, identity building, and engagement strategies for governmental organizations.
- Principles and practices of budget development, administration and accountability.
- Practices of researching public engagement efforts, evaluating alternatives, making sound recommendations.
- Strong presentation and platform skills.
- Principles and procedures of record-keeping, technical report writing, and preparation of correspondence and presentations.
- Modern office practices and methods, including computer equipment, web-based programs and software relevant to work performed.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the City in contacts with various business, community, and other public individuals and organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to

- Plan, organize, direct, and coordinate the City's public engagement activities.
- Select, train, motivate, and evaluate the work of staff.
- Effectively administer a variety of public engagement programs, projects and activities.
- Understand, interpret, and successfully communicate both orally and in writing, pertinent program policies and procedures
- Develop and manage budgets
- Establish and maintain effective working relationship with elected officials, staff at all levels and within the community.
- Effectively represent the City in meetings with governmental agencies, community groups, the media and various businesses, professional, and regulatory organizations and in meetings with individuals.
- Respond to inquiries, complaints, and requests for service in a fair, tactful and timely manner.
- Conduct research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities and meet critical time deadlines.
- Attend meetings and events outside of regular business hours.
- Operate modern office equipment including computer equipment and software programs relevant to work performed.
- Establish and maintain of a variety of filing, record-keeping and tracking systems.
- Use English effectively to communicate in person, over the telephone and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural and legal guidelines.

- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and experience

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

- Equivalent to graduation from an accredited four-year college or university with major coursework in public administration, communications, public relations, public policy or a closely related field.
- Five (5) years of increasingly responsible experience in a related field, including at least two (2) years management and/or supervisory experience. A Master’s degree in a field as listed above may substitute for one (1) year of the required experience.

Licenses and certifications

- Possession of a valid California driver license and a satisfactory driving record.

Physical demands

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds with the use of proper equipment.

Environmental elements

Employees work in an office environment with moderate levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees are also outside with the public and may be exposed to variable temperatures and weather conditions. Employees may interact with upset members of the public in interpreting and enforcing city policies and procedures.