



Deputy City Manager

Definition

Under general direction, plans, organizes, and implements public information, environmental sustainability, and economic development programs for the City. Ensures that assigned programs meet all applicable laws, regulations, and City policies. Provides professional assistance to the City Manager, City Council, and other management and City staff in areas of expertise. Fosters cooperative working relationships with City departments, public, private, intergovernmental, and regulatory agencies, and the public, and performs other duties as assigned.

Class Characteristics

This is a single-position management classification responsible for planning, organizing, reviewing, and evaluating programs. Responsibilities include developing and implementing policies and procedures for assigned programs, including budget administration and reporting, contract administration, and program evaluation. Incumbents provide a professional-level resource for organizational, managerial, and operational analyses and studies. Performance of the work requires the use of considerable independence, initiative, and discretion within established policies.

Supervision Received and Exercised

Receives general direction from the City Manager. Exercises direct and general supervision over professional, technical and administrative support staff and contractors.

Typical Job Functions

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations where appropriate so that qualified employees can perform the essential functions of the job.

Participates in the development and implementation of goals, objectives, policies, and priorities for assigned programs. Recommends and administers policies and procedures.

Participates in the development and administration of the assigned program budget, Forecasts additional funds needed. Directs the monitoring of and approves expenditures. Recommends adjustments as necessary.

Selects, trains, motivates, and evaluates assigned staff. Provides or coordinates staff training. Works with employees on performance issues. Implements discipline and termination procedures. Directs and coordinates the work plan for assigned staff. Assigns work activities, projects, and programs. Monitors work flow. Reviews and evaluates work products, methods, and procedures.

Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures. Assesses and monitors the distribution of work, support systems, and internal reporting relationships. Identifies opportunities for improvement. Directs the implementation of change.

Participates in the formulation, strategic development, implementation, and evaluation of the City's communications, marketing, and community relations programs, projects, and activities by selecting, preparing, responding, and distributing publicity releases through all available media. Arranges information news releases. Performs other related duties in the distribution of information.

Plans and oversees development of marketing materials, publications, and other outreach materials, including newsletters, general interest materials, banners, website content, and brochures.

Participates in the development and management of the City's image, including review of materials developed by other departments for public distribution and marketing programs, projects, and issues of importance to the City.

Manages environmental programs and projects in support of City environmental initiatives. Identifies and obtains project financing for energy improvements and sustainability objectives. Manages related grants and revenue contracts.

Coordinates community and special events and workshops, including developing presentations and handouts and coordinating work with other agencies on joint projects.

Confers with and informs members of the business community (i.e., developers, nonprofits, outside agency officials, and local housing advocates) and the general public regarding City economic development projects, programs, policies, procedures, and standards, including establishing and maintaining effective working relationships.

Provides staff support to the City Council as needed. Prepares correspondence, speeches, proclamations, resolutions, ordinances, and special presentations.

Reviews and provides guidance on the look and content of the City's website.

Receives inquiries and provides information to the public regarding a wide variety of topics and successfully communicates with the public, other agencies, and a variety of news media.

Coordinates and integrates program services and activities with other agencies and City departments. Prepares and oversees the development of consultant requests for proposals for professional services and the advertising and bid processes. Evaluates proposals and recommends project award. Coordinates with legal counsel to determine City needs and requirements for contractual services. Negotiates contracts and agreements and administers same after award.

Represents the division to other City departments, elected officials, and outside agencies. Explains and interprets departmental programs, policies, and activities. Negotiates and resolves significant and controversial issues.

Monitors changes in laws, regulations, and technology that may affect City or departmental operations;. Implements policy and procedural changes as required.

Researches, compiles, and analyzes information. Prepares specialized reports and correspondence related to projects and programs, including monthly reports, staff reports, financial spreadsheets, legal notices, oral presentations, annual reports, implementation plans, news releases, and other correspondence. Makes recommendations on related issues.

Participates in and makes presentations at City Council meetings and to a variety of boards and commissions.

Attends and participates in professional group meetings and committees. Stays abreast of new trends and innovations in the field of public relations programs. Researches emerging products and enhancements and their applicability to City needs.

Serves as public information officer during Emergency Operations Center activations. Works with City's emergency response manager on community relations efforts, including ensuring availability of public information materials, conducting workshops, meeting with other agencies, and planning public communication strategies during response efforts. Maintains and updates the City's Crisis Communication Plan.

Performs other duties as assigned.

Qualifications

Knowledge of:

Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff.

Principles and practices of budget development, administration, and accountability.

Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.

Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs. Principles and practices of municipal government administration.

Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.

Principles, practices, and techniques used in the conduct of an effective public affairs program, including public relations, marketing and advertising, strategic communications, and community relations.

Principles, practices, and procedures related to media relations, reporting, and news writing.

Recent and on-going developments, current literature, and sources of information related to public relations.

Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.

Principles, practices, and techniques of economic development in a public agency setting.
Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility, including California Redevelopment law.

Technical, legal, financial, and public relations problems associated with the management of economic development, environmental sustainability, and public information programs.

Methods and techniques for the development of presentations, contract negotiations, business correspondence, and information distribution. Research and reporting methods, techniques, and procedures.

Principles and practices of contract administration and evaluation.

Research and reporting methods, techniques, and procedures.

Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.

Modern office practices, methods, computer equipment, and computer applications.
English usage, spelling, vocabulary, grammar, and punctuation.

Techniques for effectively representing the City in contacts with governmental agencies, community groups, various business, professional, educational, and regulatory organizations, and with news media, and the public.

Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to:

Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.

Plan, organize, schedule, assign, review, and evaluate the work of staff and contractors.
Provide administrative and professional leadership and direction for the department and the City.
Prepare and administer large and complex budgets. Allocate limited resources in a cost effective manner.

Develop, plan, coordinate, and implement a variety of public information, economic development, and environmental sustainability programs and activities suited to the needs of the community and City.

Conduct effective negotiations and effectively represent the City and the department in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.

Prepare clear and concise reports, correspondence, policies, procedures, and other written materials. Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.

Research, analyze, and evaluate new service delivery methods, procedures, and techniques. Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.

Respond to inquiries, complaints, and requests for information in a fair, tactful, and timely manner. 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.

Operate modern office equipment including computer equipment and specialized software applications programs.

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 English, communications, marketing, business or public administration, or a related field and five (5) years of responsible experience in journalism, communications, public relations, marketing, economic development or a related field.

Licenses and Certifications

Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

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 and meeting sites. Vision to read printed materials and a computer screen, and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

Environmental Elements

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing policies and procedures.

FLSA: Exempt
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