



June 2023  
FLSA: Exempt

## COMMUNICATIONS DIRECTOR/CITY CLERK

### **DEFINITION**

Plans, organizes, and provides direction and oversight of the Communications and City Clerk functions and programs; and reviews the work of staff related to programs and activities of the City's public information, community relations, government television station, records management, and elections; provides expert professional assistance to City management staff; fosters cooperative working relationships with regulatory agencies; and performs related duties as assigned.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the City Manager. Exercises direct supervision over management, professional, technical, and clerical staff.

### **CLASS CHARACTERISTICS**

This is a department director classification that oversees, directs, and participates in all activities of the Communications and City Clerk Department, including short and long-term planning as well as development and administration of departmental policies, procedures, and services. This class provides assistance to the City Manager in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy, City functions and activities and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives, and for furthering City goals and objectives within general policy guidelines.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)**

*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.*

- Plans, manages, and oversees the daily functions, operations, and activities of the Communications and the City Clerk's Department including administration, election management, the legislative function, archiving of public records and public information, and filing officer services related to City Clerk functions and overall administration and management for the City's communications functions including, but not limited to, the City website, social media accounts, video, audio, photographic, print and marketing materials.
- Develops, directs, and coordinates the implementation of goals, objectives, policies, priorities, procedures, and work standards for the department; establishes, within City policy, appropriate budget, service, and staffing levels; recommends and administers policies and procedures.
- Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned programs, service delivery methods, and procedures; assesses and monitors workload, administrative, and support systems, and internal reporting relationships; identifies opportunities and makes recommendations for improvement.

- Manages and participates in the development and administration of the department's budget; directs the forecast of additional funds needed for staffing, equipment, and supplies; directs the monitoring of and approves expenditures; directs and implements budgetary adjustments, as necessary.
- Selects, trains, motivates, and directs Department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees to correct deficiencies; implements discipline and termination procedures; responds to staff questions and concerns.
- Acts as Public Information Officer; directs the communications content of press releases, City website information, electronic communication and newsletters; collaboratively develops, maintains, and promotes the City's brand; directs the design and implementation of marketing and advertising campaigns to promote City services, activities, programs, and special events; oversees the video strategic plan and videos used to promote various city events, programs or news; produces video promos or recaps for events; provides overall social media and/or outreach strategies as they relate to various projects.
- Plans, organizes, directs, and participates in the City's public information, civic engagement, and media relations activities including developing and implementing internal and external communications strategic plans.
- Identifies challenges and emerging issues facing the City; works collaboratively with leadership team to recognize internal and external communications opportunities and solutions, defines and executes appropriate strategies in response.
- 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.
- Serves as media advisor to the City Council, City Manager, and City staff; provides communications training and marketing and outreach support.
- Serves as main contact for the City in the event of an emergency; provides professional and technical support to emergency services departments.
- Coordinates City Clerk's Office activities with those of other departments and outside agencies and organizations; provides staff assistance to the City Manager, and City Council; manages agenda administration and publication according to deadlines; reviews and edits staff reports and attachments; compiles and publishes agendas and coordinates legal postings.
- Serves as the Clerk of the City Council; attends meetings and oversees the recording of all official proceedings; supervises the preparation of public notifications, agendas, minutes, and other documents; directs the publication, filing, indexing, and safekeeping of all proceedings of the City Council; attests, publishes, and posts ordinances and resolutions, executes legal contracts; oversees the recording of documents, and prepares follow-up correspondence; serves as the official record keeper of the City providing for the preparation, indexing and retention of meeting notifications, agendas, minutes, ordinances, resolutions, contracts, codes, deeds, easements, bonds, and related documents.
- Responds to inquiries regarding public records, the California Public Records Act, and the Brown Act; reviews and monitors legal requests for records; justifies any nondisclosure and/or ensures deletion of any portions that are exempt from the mandate of the Public Records Act; provides assistance to the public by helping to identify records and information relevant to the request and suggesting ways to overcome any practical basis for denying access; ensures timely response to all requests and communicates in writing with any requester in cases of unusual requests that may cause delays in obtaining all requested information.
- Administers the public hearing process for the City Council; prepares public hearing packets and notices of hearings in accordance with legal requirements and deadlines.
- Plans, manages, and conducts municipal elections and special elections; ensures conformance with the California Elections Code, Political Reform Act, and other government codes; serves as filing officer for the Fair Political Practices Commission (FPPC) for campaign disclosure filings; maintains election documents for public inspection; administers and files oaths of office.

- Oversees the City-wide records management program, document imaging system, and records preservation and destruction; sets and ensures legal compliance retention schedules for City records; develops and updates records retention policies and procedures; researches City documents, historical information, and other information as needed; attests, indexes, and files all legislative actions.
- Ensures compliance with the Public Records Act, the Freedom of Information Act, and the Brown Act; reviews and monitors legal requests for records; oversees, coordinates, and implements the City's conflict of interest code; ensures that all notifications and conflict of interest forms are maintained and kept up-to-date.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in city clerk, city administration, marketing, and communications functions; monitors legal, regulatory, technology, and societal changes and court decisions that may affect the work of the department.
- Determines equipment acquisition, training programs, and procedural changes to ensure retention of qualified staff and the provision of services to the community in an effective, efficient, and economical manner.
- Represents the City in meetings with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Participates in and makes presentations to the City Council and a variety of committees, boards, and commissions.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the City Manager.
- Responds to public inquiries and complaints and assists with resolutions and alternative recommendations; serves as a spokesperson for the Department at a variety of community events, meetings, and other public relations activities.
- Ensures staff observe and comply with all City and mandated safety rules, regulations, and protocols.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Principles and practices of strategic plan development, budget administration, and contract management.
- Functions, authority, and responsibilities of an elected City Council.
- Current trends related to marketing, communications, and other areas of responsibility.
- Web development and web maintenance applications; techniques and methods of graphic design.
- Best practices in community assessment and engagement programs.
- Social media and its application to marketing City programs and services.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Methods and techniques of developing technical and administrative reports and business correspondence.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned areas of responsibility.
- City and mandated safety rules, regulations, and protocols.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

- Modern equipment and communication tools used for business functions and program, project, and task coordination.
- Computers and software programs (e.g., Microsoft software packages) to conduct, compile, and/or generate documentation.

**Ability to:**

- Develop and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative and professional leadership for the department.
- Prepare and administer program budgets; allocate limited resources in a cost-effective manner.
- Interpret, apply, explain, and ensure compliance with federal, state, and local laws, regulations, policies, procedures, and standards relevant to work performed.
- Plan, organize, direct, and coordinate the work of creative and outreach personnel; delegate authority and responsibility.
- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Demonstrate effective creative writing, creative thinking, time management, attention to detail, and public speaking skills.
- 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.
- Direct the establishment of filing, record-keeping, and tracking systems.
- Independently organize own work, set priorities, and meet critical time deadlines.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- 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 a bachelor's degree with major coursework in marketing, business or public administration, and six years of increasingly responsible experience managing a public agency clerk function of which at least two (2) years should be in a supervisory capacity as well as two years of experience in a marketing, public relations and/or community engagement program.

**Licenses and Certifications:**

- Possession of a valid California Driver's License, and a good driving record, to be maintained throughout employment.
- Certified Municipal Clerk in the State of California.
- Current certification as a Notary Public in the state of California.

**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 visit various District sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be 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 occasionally bend, stoop, kneel, reach, 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.

**ENVIRONMENTAL CONDITIONS**

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 departmental policies and procedures.

**WORKING CONDITIONS**

Occasional evening and weekend work may be required as job duties demand.