



# CITY OF PIEDMONT CALIFORNIA

Invites applications for the position of:

## COMMUNICATIONS PROGRAM MANAGER

Monthly Base Salary: \$8,613 - \$10,429

Closing Date: October 29, 2021

The City of Piedmont is a charter city of approximately 11,000 residents located in the beautiful Oakland Hills, overlooking the San Francisco Bay. The city, which is virtually built out, consists of established residences on quiet tree-lined streets. Within Piedmont's 1.8 square-mile area there are five city parks and numerous landscaped areas which offer wooded paths, tennis courts, children's playgrounds, and picnic facilities.

### **DEFINITION**

Under general direction, the Communications Program Manager plans, organizes, and executes comprehensive communications and public outreach programs for the City; plans, implements, coordinates, and evaluates public information, community outreach, and media relations functions and activities; develops Citywide strategic and ongoing communications, social media, branding, and media efforts; prepares a variety of written, oral, and multi-media communications; provides complex and responsible support to the Assistant City Administrator/City Clerk in areas of expertise; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Assistant City Administrator/City Clerk. Exercises no direct supervision over staff.

### **CLASS CHARACTERISTICS**

This class provides professional support in planning, organizing, reviewing, and evaluating communications and public outreach activities with significant cross-departmental influence. Performance of the work requires performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility and requires the use of considerable independence, initiative, and discretion within established guidelines.

### **EXAMPLES OF DUTIES** (Illustrative Only)

- Plans, manages, and oversees the daily functions, operations, and activities of the public information, public relations, and communications programs.
- Plans and implements strategic communications such as press releases, e-blasts, digital content, brochures, correspondence, and social media posts to disseminate and manage information, in consultation with City management and City Council to promote City initiatives and priorities.
- Provides advice and support to City staff regarding public and media relations, including goals, strategies, tactics, and tools, as appropriate; assists City management and City Council in developing and implementing the most effective approach to communicate with the public and staff about matters of importance and sensitivity.
- Plans, develops, and implements 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.
- Contributes to the development and management of the City's branding and image; maintains consistency and clarity in messages and branding including review of materials developed by other staff for public distribution and communication programs, projects, and issues of importance to the City.
- Develops and implements a comprehensive media relations program; prepares media information packets regarding City operations and programs; tracks and responds to media inquiries; acts as media liaison with local and regional media to promote improved communications with press representatives; coordinates information dissemination to the media, community groups, and the community on all subjects relating to City government, services and programs.
- Organizes and updates emergency public information communications strategies during a local disaster or other crisis situations; may participate in an active emergency operation center (EOC).
- Develops, manages, and provides oversight of the City's overall social media strategy and presence.

- Assists with the development and implementation of key messaging for the City; plans and develops paper and electronic publications and other communications materials, including talking points, brochures, newsletters, memos, presentations, reports, press releases, advertisements, photography, and other materials; serves as editor for paper/electronic publications; oversees design, content, production, printing, and distribution of all print and electronic materials.
- Provides 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; establishes best practices and guidelines for maintaining the web site and other electronic communications, such as social media.
- Arranges, promotes, and participates in public events sponsored by the City; organizes activities, displays, and exhibits which foster understanding and good will; plans delivery strategy and makes speeches.
- Establishes and maintains 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; acts as liaison with the community and represents the City at meetings.
- Performs related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles, practices, and techniques of public information, community relations, and public education and methods of preparing informational materials and disseminating them through various media including social and electronic media.
- Current principles, techniques, and objectives of professional journalistic methods, including research, publication, and presentation.
- Principles and practices for digital content, social media, and other web-based communication tools and technologies.
- Strategic communication principles and practices.
- The AP style guide as a writing reference for press releases, publications, other collateral, and to establish clear branding.
- The requirements of various media used in publicity and promotions work, including video and written media; artwork layout and report format.
- Records management principles and practices.
- Laws, regulations, municipal codes, ordinances, and resolutions relating to various city administration functions.
- Principles, practices, concepts, functions, and activities of city administration.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Principles and techniques of professional writing including English grammar, spelling and punctuation.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

### **Ability to:**

- Plan, research, organize, coordinate, and implement a variety of centralized communications and public relations programs and projects.
- Develop sound communications and public relations strategies and deliverables.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- 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 City management.
- Research, analyze, evaluate, and implement emergent technologies and methods related to communications and public relations.
- Design, develop, and manage digital content, social media, and other web-based communication tools and technologies.
- Prepare and present information about complex issues in a manner that is easily communicated and understood by a diverse audience.
- Effectively represent the City in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Effectively use computer systems, software applications relevant to work performed, 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 from an accredited college or university with major coursework in journalism, public relations, communications, marketing, or a related field and three (3) years of increasingly responsible experience in journalism, communications, and/or public relations.

**Licenses and Certificates:**

➤ 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 meeting sites; vision to read printed materials and a computer screen and color vision to review graphics and color documents; 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.

The City is currently implementing a mandatory COVID-19 vaccination policy. As a condition of employment, employees must be fully vaccinated for COVID-19 unless a reasonable accommodation request for a medical or religious exemption has been approved by the City.

**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.

**COMPENSATION**

Monthly Salary: \$8,613 - \$10,429, FLSA Exempt

**BENEFITS****The City currently offers the following benefits to its employees:**

- Medical, with a generous amount of the premium paid by the City
- Delta Dental Premier, with orthodontia @ \$5,000 lifetime maximum, premium paid in full by the City
- Vision, with the ability for an annual exam, premium paid in full by the City
- Employee Assistance Plan
- Life insurance with a value of 2X your annual salary, and long term disability @ 60%, premium paid in full by the City
- Retirement benefit depends upon membership date: Classic employee CalPERS 2% @ 60, employee share is 7%. New Members 2% @ 62, employee share is currently 6.75%. **The City also participates in Social Security**
- Vacation: Accrue 11 days per year to start at the rate of 6.875 hours per month
- Personal Leave: In lieu of overtime, from 4 – 10 days of leave with pay each year
- Holidays: 13 days per calendar year
- Sick leave accrual @ 9.38 hours per month
- Deferred compensation, credit union and tuition reimbursement available
- Children of full-time City employees are eligible to attend school in the Piedmont Unified School District. Additionally, the children of full-time employees are eligible to attend the Skipping Stones (based upon eligibility for ages 2 yrs. 9 mo--four years), and Schoolmates (elementary school aged) programs at no charge.

## THE APPLICATION PROCESS

**To be considered for this employment opportunity, a city employment application must be submitted by October 29, 2021. Please apply online at <https://piedmont.casellehire.com/jobs/>.** The City of Piedmont complies with EOE and ADA. Examinations may be assembled, unassembled, written, oral, practical demonstration, or any combination thereof. All applicants should alert the personnel officer in advance if any accommodation is necessary to perform the job function or test. We comply with the ADA and consider reasonable accommodation measures that may be necessary for eligible applicants/employees to perform essential functions. Hire may be subject to passing a medical examination by a city physician, including a drug screen and TB testing, and to skill and agility tests. All offers of employment will be conditional upon satisfactory proof of applicant's authority to work in the U.S. as required by the Immigration Reform and Control Act.

Candidates under final consideration for employment with the City should expect to undergo an employment reference/background check that may include, but is not limited to: employment history, confirmation of educational credentials and degrees, licenses including driver's license, registrations, certificates, and other credentials as part of the appointment process. Some positions, depending on the nature of the work, also require a credit check and a review of Summary Criminal History obtained from the State Department of Justice through Live Scan Fingerprinting.

The City reserves the right to close this recruitment at any time and not fill this position. This position, and information in this job flyer including benefits and compensation, is subject to change and is pending final approval by the City Council. The position will not be filled unless and until such City Council approval is granted.

*The information contained herein is subject to change and does not constitute either an expressed or implied contract, and any provisions contained in this bulletin may be modified or revoked without notice.*

Human Resources  
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9/30/2021