



City of Laguna Niguel Job Description

COMMUNITY ENGAGEMENT MANAGER

Executive and Management Group
FLSA: Exempt

DEFINITION

Under general direction of the Assistant City Manager, the Community Engagement Manager has full responsibility for the City's community engagement efforts; develops, leads, and champions a comprehensive strategic community engagement plan that will build public awareness of City initiatives, programs, services, policies and events; prepares, disseminates and makes available clear, accurate, and timely public information materials; coordinates assigned activities with other departments; acts as the City's initial point of contact for all media relations.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Assistant City Manager.

May exercise supervision over Professional, Technical, and Clerical staff.

EXAMPLES OF IMPORTANT DUTIES AND RESPONSIBILITIES

Important responsibilities and duties may include, but are not limited to, the following:

- ◆ Assume management responsibility for all City-wide communication efforts.
- ◆ Lead the development and delivery of specific and strategic communication engagement efforts; develop and implement a strategic plan to accomplish broader community awareness and engagement.
- ◆ Serve as the City's Public Information Officer; actively cultivate media relationships; disseminate press releases and public service announcements in a timely and effective manner.
- ◆ Represent the City in a positive and effective manner; make presentations; attend meetings and events; participate in community and professional organizations as a representative of the City.
- ◆ Serve as a resource to City departments in the development and implementation of communication plans regarding capital projects, events, services and economic development efforts, among others.
- ◆ Participate as an active member of the management team; provide leadership for development of organizational goals and strategies; complete special projects as assigned.
- ◆ Continuously monitor and evaluate the efficiency and effectiveness of communication methods and procedures; identify opportunities for improvement and review with the Assistant City Manager; implement improvements.
- ◆ Be actively involved in the development and design of the City's webpage; continuously update the City's website and social media outlets, keeping the information and support materials updated and dynamic.
- ◆ Stay current with emerging technologies and methods related to open communication and community engagement; develop specific communication

and outreach strategies to reach diverse population groups such seniors and youth, businesses, and those who may need assistance in connecting with City services and programs.

- ◆ Respond to and resolve difficult and sensitive citizen inquiries and complaints.
- ◆ Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

- ◆ Principles, practices, methods and techniques of public/community engagement, media relations, organizational behavior and program management.
- ◆ Principles and practices of public administration and local, state and federal government services, policies and procedures.
- ◆ Best practices in open government and community engagement practices, including cutting edge principles of interactive strategies and technologies and how to translate practices into innovative and effective solutions.
- ◆ Methods of successfully building relationships and trust with people from diverse cultural backgrounds; advancing collaboration and breaking down barriers within an organization and among community members.
- ◆ Modern and complex principles and practices of program development and administration.
- ◆ Principles of municipal budget preparation and control.
- ◆ Principles of supervision, training, and performance evaluation.
- ◆ Pertinent Federal, State, and local laws, codes, and regulations.
- ◆ English usage, spelling, grammar, and punctuation.
- ◆ Business letter writing and financial report preparation.

Ability to:

- ◆ Effectively communicate clearly and concisely, both in person and in writing.
- ◆ Successfully explain complex issues in a manner that is easily communicated and understood.
- ◆ Formulate and accomplish strategic community awareness and engagement goals and objectives.
- ◆ Successfully function in a dynamic and fast paced environment.
- ◆ Identify emerging City and community issues and then develop and implement appropriate strategies to address these issues.
- ◆ Develop creative and innovative solutions for complex challenges.
- ◆ Work effectively in partnership with local residents, community organizations, and businesses.
- ◆ Demonstrate success in building informed consent within communities.
- ◆ Manage, direct, and coordinate the work of Professional, Technical, and Clerical staff.
- ◆ Select, supervise, train, and evaluate staff.
- ◆ Analyze problems; identify alternative solutions; project consequences of proposed actions; implement recommendations in support of goals.
- ◆ Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- ◆ Interpret and apply Federal, State, and local policies, procedures, laws, and regulations.
- ◆ Perform responsible and difficult work involving the use of independent judgment and personal initiative.

- ◆ Understand the organization and operation of the City and of outside agencies as necessary to assume assigned responsibilities.
- ◆ Interpret administrative and departmental policies and procedures.
- ◆ Establish and maintain effective working relationships with those contacted in the course of work, including City and other government officials, community groups, and the general public.

Experience and Training:

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

Four or more years of increasingly responsible experience in public relations, business or public administration, marketing or journalism, or a related field. Candidates with experience managing community engagement for a governmental agency, public utility or non-profit organization will be given priority consideration.

Equivalent to a Bachelors degree from an accredited college or university with major coursework in communications, journalism, public relations, marketing or a related field. A Master's degree in a related field is highly desirable.

Licenses:

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

PHYSICAL DEMANDS

The physical demands described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk, and hear; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to stand, walk, stoop, kneel, and crouch.

The employee must frequently lift and/or move up to 10 pounds and occasionally lift or move up to 50 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is generally quiet.