

DIRECTOR OF CITY COMMERCE AND COMMUNICATIONS

Salary Range 20: (Management Salary Schedule)

DEFINITION

Under general direction performs a variety of tasks in carrying out the directives of the City Manager on a wide range of municipal issues; coordinates and monitors city commerce to include economic initiatives, marketing, surplus property management, and small business development. The incumbent will be responsible for coordinating and monitoring the City's legislative advocacy and all public information initiatives to include coordinating and monitoring the following City-wide teams: Communications, Legislative Advocacy, Economic Development, Marketing, Virtual City Hall, and Community Relations. This position will provide comprehensive management staff assistance to the City Manager's Office; interpret laws, rules, and regulations relating to assigned areas of responsibility; plan, coordinate and participate in various programs, meetings and activities with City departments, outside agencies, and the general public; and provide information and assistance to internal and external customers regarding assigned programs and services.

DISTINGUISHING CHARACTERISTICS

This is a single-position, management classification that is assigned to the Office of the City Manager and reports directly to the City Manager. Incumbents are expected to independently perform and research various program activities, exercise a high degree of independent judgment and operate under minimal supervision.

SUPERVISION RECEIVED AND EXERCISED

The incumbent reports directly to the City Manager, and is responsible for providing direct and/or indirect supervision to assigned professional, technical and administrative staff.

EXAMPLES OF DUTIES, KNOWLEDGE, AND ABILITIES

Duties may include, but are not limited to the following:

- As a member of the City's Communications Team; exchanges information on current messages, topics, media relations, City programs, events, and initiatives to strengthen the City's "one voice."
- As a member of the City's Legislative Advocacy Team; develops, recommends, and manages the annual legislative agenda and strategy for the City in accordance with Council policy through advocacy, coalition-building, and public education.
- Serves as a member on the City's Economic Development Team, assuming duties as assigned.
- As a member of the City's Marketing Team; collaborates, on all marketing, public outreach, graphic design, and social media efforts to ensure the City is effective, brand standards are consistent, campaigns and key messages are vetted, cross-channel opportunities are facilitated, and resources are shared.

- As a member of the City’s Virtual City Hall Team; assists in shaping the City’s virtual presence, services, interaction, information, engagement and transparency with internal and external on-line communications. Evaluates, and prioritizes external, public-facing services through the governance process, and helps guide the work of the Web and Marketing teams.
- As a member of the City’s Community Relations Team; serves as a liaison between the City and various community groups as determined, to include the Rocklin Chamber of Commerce and the Placer County Economic Development Board.
- Provides information and analysis for decision-making, project planning, and resource allocation; explores programmatic options, provides input, initiates change, and implements programs to enhance the City’s efficiency and effectiveness in assigned areas of responsibility.
- Administers the City Manager’s Office budget, and applicable project budgets; ensures budget allocations are adhered to, and that financial records are accurately maintained; performs financial analysis on projects as needed and/or assigned to ensure proper accounting of cost and benchmarks of completion.
- Takes the initiative to develop and carry out activities to ensure positive growth and economic sustainability of the City; collects data, considers restraints and variables, restrictions, alternatives, and conflicting objectives; prepares analysis and reports for City management defining problems, evaluating processes and possible solutions, and making recommendations for action; assists with marketing Rocklin by preparing appropriate information for presentation to investors.
- Coordinates with the Executive Team and other key staff to review and update applicable sections of the Strategic Plan and actionable objectives; coordinates the establishment of specific quantitative goals with various departments and divisions for fiscal sustainability, and defines what actionable objectives are needed to achieve success.
- Serves as a project manager or co-project manager as assigned on economic and community development projects with a specific emphasis on “Innovation Districts” and “Event Tourism.”
- Evaluates and assists in the timely update of the City’s General Plan, Economic Development Plan, and Strategic Plan as applicable.
- Plans, prioritizes, assigns, supervises, reviews, and evaluates the work of assigned staff.
- Prepares and maintains a variety of records, materials, reports, and correspondence related to program activities.

EMPLOYMENT STANDARDS

Knowledge of:

- City programs, policies, and procedures in assigned areas
- Administrative principles and methods, including goal setting, program and budget development and implementation
- Applicable Federal, State and local laws, rules, codes and regulations
- Methods and techniques of effective project management, contract administration, and technical report preparation and presentation
- Statistical research methods and sources of information related to assigned activities
- Effective methods in preparing and presenting facts and information to the public and media; public speaking and group interaction techniques
- Public information and community relations program development and implementation
- Principles of grant writing and administration
- Principles and practices of program and budget development and implementation
- Recent developments and trends, current literature, and sources of information related to municipal planning and administration
- Modern office practices and technology, including personal computer hardware and software
- English usage, spelling, grammar and punctuation
- Principles and practices of personnel management, supervision, training and performance evaluation

Ability to:

- Plan, organize, supervise, review, and evaluate the activities of assigned program areas
- Coordinate assigned activities with other City departments and agencies as required
- Ensure project compliance with Federal, State and local rules, laws and regulations
- Develop, implement and interpret goals, objectives, policies, procedures, and standards
- Perform complex technical research, and prepare and analyze technical and administrative reports, statements, and correspondence
- Analyze problems, identify alternative solutions and consequences, and make sound recommendations
- Plan, coordinate, prioritize, and perform a variety of complex and sensitive projects
- Communicate clearly and concisely, both orally and in writing
- Represent City policies and programs with other governmental agencies and the general public as directed
- Use computer technology and applications in the performance of daily activities
- Establish and maintain cooperative working relationships with those contacted in the course of work
- Perform budget preparation and administration
- Supervise, train, and evaluate professional, technical and clerical staff
- Use tact, initiative and independent judgment within established procedural guidelines.

- Meet the physical requirements necessary to safely and effectively perform the assigned duties

Minimum Qualifications

Any combination of education and experience that provides the knowledge, skills and abilities may be qualifying. A typical way of gaining the knowledge and skills outlined above is:

Equivalent to a Bachelor’s degree from an accredited college or university with major course work in public administration, business administration, public relations, marketing, communications, or a related field

AND

Five years of increasingly responsible experience in public administration including two years of management responsibility.

GENERAL QUALIFICATIONS

License Requirements:

A valid California Class C license or higher is required at the time of appointment. Individuals who do not meet this requirement will be reviewed on a case-by-case basis.

Physical Requirements:

Incumbents appointed to this class must have the mobility to work in a standard office or field environment, use standard office equipment and attend off-site meetings; intermittently operate a motor vehicle on surface streets with occasional exposure to weather conditions, and construction and traffic hazards; mobility to traverse uneven terrain, periodically standing, stooping, bending, climbing and kneeling to perform fieldwork; intermittently sit at desk for long periods of time; lift light to moderately heavy weights; vision to read handwritten and printed materials and a computer screen; hearing and speech to communicate in person and by telephone; manual dexterity to operate small equipment, tools and standard office equipment and supplies, and to manipulate both single sheets of paper and large document holders (binders, manuals, etc.).

FLSA: E

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Not all duties are necessarily performed by each incumbent. Additionally, incumbents may be required to follow any other instructions and to perform any other related duties as may be required by their supervisor.