



City of Larkspur

ASSISTANT TO THE CITY MANAGER

DEFINITION

Unique to the City Manager's Office and under the general direction of the City Manager, the Assistant to the City Manager oversees the City's Public Information Program, including development and delivery of a comprehensive media plan for the City. This position performs a variety of complex duties including providing administrative, analytical, technical, and public relations support to the City Manager. Incumbent will plan, coordinate, and participate in various administrative and operational activities including those having a citywide impact; will manage and oversee assigned work, including collaborating and coordinating with City departments, City Council, outside agencies, various media and the general public. Incumbent will provide analytical support to the City Manager for a variety of topics and issues, including proposed legislation and labor relations.

DISTINGUISHING CHARACTERISTICS

This is a single position classification, and requires the incumbent to perform administrative work of a highly responsible nature. The position performs complex analysis, prepares reports and policy implementing documents, exercises discretion and independent judgment, utilizes leadership skills; establishes effective relationships with a variety of groups and individuals; and manages public information for the City. This position is FLSA exempt.

SUPERVISION RECEIVED AND EXERCISED

Supervision is provided by the City Manager. May be asked to exercise supervision on a permanent or temporary basis, including project or program-based supervision, as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES *(include but are not limited to the following)*

- Performs administrative and analytical duties in support of the City Manager on a variety of topics and issues, including proposed legislation and labor relations; prepares and reviews a variety of reports, letters, brochures and correspondence; plans and coordinates a variety of events and activities for City Council.
- Conducts complex and sensitive administrative, operational and management analyses, studies, and research projects including those involving citywide issues, programs, policies and procedures.
- Writes staff reports, and reviews and edits staff reports from other departments.
- Coordinates with staff liaisons to City Boards and Commissions to support implementation of Council priorities.
- Oversees the City's Public Information Program, including the development and delivery of a comprehensive media plan for the City, including branding and shaping of broader messaging; serves as City contact for the media; tracks local news coverage; answers media inquiries; writes and distributes bulletins, press releases, newsletters and other public information; coordinates information and messaging with all Departments; coordinates City Manager's messaging on the

City website; maintains citywide media contacts list; tracks and analyzes relevant social media sites and threads, and manages City's social media sites.

- Provides administrative support to the City Manager, including reviewing finished materials for completeness, accuracy, formatting, compliance with policies and procedures, and grammar.
- May manage City Manager's schedule.
- May support City Manager and Departments with human resources management functions, such as updating and implementing citywide personnel policies.
- Performs related duties as required.

REQUIREMENTS

Knowledge of

- Operational characteristics, services and activities of the City Manager's Office.
- Principles, practices and procedures of public and business administration as applied to municipal government.
- Ordinances, resolutions, and laws affecting the operation of the City.
- Basic organization and function of public agencies, including the role of an elected City Council and appointed boards and commissions.
- Knowledge of media plan development, and basic knowledge of branding and development of talking points and messaging.
- Principles and practices of program, policy, and procedure evaluation and development.
- Basic knowledge of labor relations functions and/or willingness to learn.
- Principles of effective communication, public and media relations.
- Principles and practice of effective inter-personal conflict resolution.
- English usage, spelling, grammar and punctuation.
- Office procedures, methods, and equipment including computers, all Microsoft Office applications, and other relevant software applications.
- Business letter writing and standard format for reports, newsletters, brochures, correspondence and press releases.

Ability to

- Perform a wide variety of highly responsible, complex and diverse advanced level professional duties involved in providing administrative, analytical, and technical support to the City Manager.
- Exercise independent judgment and personal initiative; effectively manage highly sensitive information.
- Understand the organization and operation of the City as a whole, and understand outside agencies as necessary to assume assigned responsibilities.
- Manage traditional and social media and public relations.

- Communicate effectively in writing, orally, and with others to assimilate, understand and convey information in a consistent manner.
- Support the City's human resources program.
- Establish and maintain effective and cooperative relationships with the public, community groups, the press and employees; develop comprehensive media plan.
- Write complex reports, making conclusions and recommendations.
- Make presentations to a variety of groups, including elected and appointed officials.
- Interpret and work in accordance with ordinances, resolutions, and laws affecting the City.
- Take a proactive and positive approach to customer service issues.
- Make process improvement changes to streamline procedures.
- Maintain confidentiality regarding sensitive information.
- Use initiative and independent judgment; organize own work, set priorities, meet critical deadlines and follow-up on issues
- Represent the City effectively in contacts with representatives of other agencies, City departments and the public.

EDUCATION AND/OR EXPERIENCE

Sufficient experience and education to demonstrate the knowledge and skills listed and to perform the essential duties is required. A typical way of obtaining the required qualifications is:

- A Bachelor's degree from an accredited college or university with major course work in public policy, public administration, communications, public relations, business administration, or other job-related field.
- At least three years of increasingly responsible experience in public administration, policy analysis, media or community relations, or a closely related field.
- Be willing and able to work occasional evenings as needed.

PHYSICAL WORKING CONDITIONS

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. Position requires prolonged sitting, standing, walking; and occasional kneeling, squatting and stooping in the performance of daily activities. While performing the duties of this job, the employee is regularly exposed to video display terminals. The position also requires repetitive hand movement and fine coordination in data entry and preparing reports using a computer keyboard. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Acute hearing is required when providing phone and personal service. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 35 pounds. The noise level in the work environment is generally moderate.

OTHER:

FLSA Status:

Exempt

*Bargaining Unit:
Approved by:
Date:*

*Unrepresented Management
City Council
November 1, 2017*

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