

DIRECTOR OF COMMUNITY RELATIONS / CITY CLERK

DEFINITION

Under administrative direction, plans, organizes, manages and provides administrative direction and oversight to and participates in all City Clerk and Community Relations functions and activities, including the conduct of elections, the custody and access of public records, Council actions, the legal notification of various Council, commission and committee meetings, and the preparation of agenda materials and minutes for City Council meetings; reviews the work of staff related to programs and activities of the City's public information, community relations and government television station; drafts speeches, talking points, correspondence and provides other professional assistance to the City Manager, Mayor, City Council, and others; coordinates the Council recognition program; coordinates assigned activities with other City departments, officials, outside agencies, and the public; fosters cooperative working relationships among City departments and various community and regulatory agencies; provides highly responsible and complex administrative assistance to the City Manager and City Council in coordinating and directing City-wide departmental activities and operations; and performs related work as required.

This department head classification oversees, directs and participates in all activities of the City Clerk Department including Community Relations short- and long-range planning, development and administration. The classification regularly interacts with the City Manager, City Council and departmental representatives in obtaining and coordinating projects and information. Successful performance of the work requires knowledge of public policy, municipal functions and activities, including the role of an elected City Council, 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 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.

SUPERVISION EXERCISED AND RECEIVED

Receives administrative and general policy direction by the City Manager. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over professional, technical and clerical staff through subordinate levels of supervision.

ESSENTIAL AND IMPORTANT DUTIES

CITY CLERK FUNTIONS

- Develops directs, and coordinates the implementation of goals, objectives, policies, procedures and work standards for the City Clerk Department; establishes appropriate service and staffing levels; prepares and administers the department's budget.

- Provides for the selection, training, and work evaluation of department staff; authorizes discipline as required; provides policy and procedural guidance and interpretation to staff.
- Contributes to the overall quality of the department's service by developing, reviewing and implementing policies and procedures to meet legal requirements and City needs; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Manages and participates in the development and administration of the department's budget; directs the forecast of additional funds needed for staffing, projects, equipment and supplies; directs the monitoring of and approve expenditures; directs the preparation and implementation of budgetary adjustments.
- Represents the City Clerk department to other City departments, elected officials and outside agencies; explains and interprets departmental programs, policies, and activities; negotiates and resolves significant and controversial issues.
- 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; ensures that all public records are open to inspection at all times during office hours and that every person's right to inspect any public record of the City is upheld; 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.
- Attends Council and related meetings; provides for and/or records and transcribes minutes of the proceedings; acts as secretary to the Redevelopment Agency.
- Follows-up on City Council actions, as required; attests, publishes and posts ordinances and resolutions, executing legal contracts, overseeing the recording of documents, and preparing follow-up correspondence.
- Administers City elections for candidates and City ballot measures, including preparing candidate guidelines, administering the candidacy and nomination process, providing information to candidates regarding procedural and disclosure requirements and publishing election notices and results within legal guidelines.
- Maintains the City's Municipal Code by tracking ordinances and providing for their publication and distribution; administers in-house updates of the Municipal Code.
- Plans, oversees and coordinates the processing of claims, subpoenas and summons against the City; delegates the gathering of necessary information; interacts with other City staff, the City Attorney and insurance representatives regarding claims.
- Administers the City's records management program, including preparing of such records for scanning and off-site storage.
- Oversees and maintains the City website's City Clerk's page, including posting of agendas, minutes, various reports and general informational materials.
- Administers the oath of office.
- Mails, receives and opens all public bids for City projects.

- 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.
- Reviews and updates City's Customer Service Policy as needed, and ensures use of City's Customer Relationship Management system for submitting complaints and compliments.
- Prioritizes and allocates available resources; reviews and evaluates program and service delivery, makes recommendations for improvement and ensures maximum effective service provision.
- Prepares and directs the preparation of a variety of correspondence, agendas, reports, procedures, ordinances and other written materials.
- Monitors changes in laws, regulations and technology that may affect office operations; implements policy and procedural changes as required.
- Coordinates bi-annual Ethics training in compliance with AB 1234, and ensures compliance.
- Performs other duties as assigned.

COMMUNITY RELATIONS FUNCTIONS

- Supervises and performs complex, professional level community relations and general public information activities; continually develops methods and techniques for accomplishing improved communication between the City and the general community, special targeted audiences, the media, and other governing entities.
- Develops, plans, implements, and maintains Community Engagement programs; monitors the effectiveness of the programs; prepares recommendations on alternatives and priorities and makes changes as appropriate; works with community government and media representatives in the development of outreach programs.
- Develops community engagement and outreach campaigns and strategies, community relations, liaisons with other agencies, public groups, citizens' committees and other interested parties regarding the City's community engagement issues; write articles, reports and scripts for a wide variety of audiences.
- Supervises and coordinates the preparation, publication and distribution of the newsletter, and other outreach materials.
- Reviews and approves content and design for all departments' fliers, brochures, postcards and community relations outreach efforts in consultation with the City Manager's Office.
- Prepares and directs the preparation of a variety of written correspondence, speeches, Council proclamations and resolutions, reports, procedures, press releases, media alerts and other written materials in consultation with the City Manager's Office.
- Plans, directs, coordinates, and reviews the work for the City's government website and television station and related program content and oversight of video project production; meets with staff to identify and resolve problems; assigns work activities, projects and programs; monitors work flow; reviews and evaluates work products, methods and procedures.
- Develops Requests for Proposals and solicits informal/formal bidding procedures and makes recommendations.
- Performs other duties as assigned.

JOB-RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation and evaluation and supervision of staff.
- Principles and practices of budget development, administration and accountability.
- Principles, practices and procedures related to public agency record keeping, municipal elections and the City Clerk function.
- Functions, authority, responsibilities and limitations of an elected City Council.
- Automated and manual records management principles and practices, including legal requirements for recording, retention and disclosure.
- Principles, practices and procedures related to media relations, reporting, and news writing.
- Standard office practices and procedures, including the operation of standard office equipment.
- Computer applications related to the work, including word processing, spreadsheet, database, and graphic design applications.
- Applicable federal, state and local laws, codes and regulations.
- General principles of risk management related to the functions of the assigned area.
- Techniques for dealing effectively with the public, vendors, contractors and City staff, in person and over the telephone.
- Techniques for providing a high level of customer service to the public and City staff, in person and over the telephone.
- Safe driving principles and practices.
- Safe work practices.

Skill in:

- Planning, organizing, administering, coordinating, reviewing and evaluating staff and activities of the City Clerk office.
- Meeting all legal requirements of the function in a timely and effective manner.
- Coordinating municipal elections within legal guidelines.
- Overseeing and coordinating maintenance of the official records of the City.
- Preparing official minutes, resolutions, and ordinances.
- Interpreting, applying and explaining complex laws, codes, regulations and ordinances.
- Scheduling, assigning, supervising, reviewing and evaluating the work of staff.
- Selecting, training, motivating staff.
- Developing and implementing goals, objectives, policies, procedures, work standards and internal controls for the office.
- Preparing clear and concise reports, correspondence, policies, procedures and other written materials.
- Planning, organizing, and coordinating a variety of public information, media and legislative related activities and programs.
- Developing effective public and community outreach strategies and campaigns; working effectively with diverse groups; listening to and discussing problems and complaints tactfully.
- Providing exceptional customer service to coworkers, internal customers and the public.
- Using English effectively to communicate in person, over the telephone and in writing.

- Using tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.
- Establishing and maintaining effective working relationships with employees and those contacted in the course of the work. Effectively representing the department and the City in meetings with governmental agencies, community groups and various businesses, professional, and regulatory organizations and in meetings with individuals.
- Operating modern office equipment including computer equipment and software programs.
- Operating a motor vehicle safely.

EDUCATION AND TRAINING

Equivalent to graduation from an accredited four-year college or university with major course work in communications, journalism, public relations, public administration or a related field and five (5) years of experience in municipal government, preferably with a City Clerk's Office, including two (2) years of supervisory experience. Certification as a Certified Municipal Clerk is required and certification as a Master Municipal Clerk is highly desirable. Additional years of experience in a City Clerk's Office may be substituted for an education requirement on a year-for-year basis up to a maximum of two years.

SPECIAL REQUIREMENTS

Must possess and maintain a valid California class C driver's license and have a satisfactory driving record.