

# CITY OF WEST LINN

## JOB DESCRIPTION

**Job Title:** ASSISTANT CITY MANAGER/COMMUNICATIONS DIRECTOR

### GENERAL FUNCTION:

Position provides responsible and complex professional assistance to the City Manager and City Council in coordinating and directing City-wide activities and operations; assists in the executing of the long-term vision for the City in collaboration with the City Manager, City Council and Department Heads; coordinates public information and governmental relations by disseminating information and promoting open communication. Fosters cooperative working relationships among City departments and various public and private groups; acts as City Manager in the City Manager's absence; and performs related work as required.

This management position oversees, directs, and participates in all activities of the City's operations, including short- and long-range planning, policy development and administration. The incumbent regularly interacts with the City Manager, City Council, and department heads in obtaining and coordinating projects and information. Functions as a department head for the assigned program area. 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. The incumbent is accountable for accomplishing City-wide planning and operational goals and objectives within general policy guidelines.

### Duties and Responsibilities:

*(An employee in this classification may perform any of the following duties; however, these examples do not include all the specific tasks that an employee may be expected to perform.)*

1. Must contribute to a positive work environment.
2. Assists the City Manager in planning, organizing, and directing the services and activities of City departments and programs.
3. Implements directives and policies from the City Manager.
4. Assumes full management responsibility of the assigned program areas.
5. Directs City-wide communications programs between media, business groups, citizen groups and the public.
6. Develops strategic communications plans, key messages and strategies, write and edits content for a wide range of print.
7. Serves as project manager on critical, high-profile projects; serves as the City's Public Information and Communications Officer; manages and oversees the City-wide Volunteer Program or other assigned programs.

8. Represents the City in meetings with governmental agencies, community groups, and various businesses, professional, educational, regulatory and legislative organizations; may act as a City liaison with the media.
9. Conducts a variety of City-wide organizational and operational studies; recommends modifications to programs, policies and procedures as appropriate.
10. May review various management and information updates, and reports on special projects as assigned by the City Manager.
11. Participates on and makes presentations to the City Council and a variety of boards and commissions; attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of city government operations and other types of public services as they relate to the area of assignment.
12. Monitors changes in laws, regulations, and technology that may affect City or departmental operations; implements policy and procedural changes as required.
13. Serves as the ombudsmen for the City; responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
14. Performs other duties as assigned.

**SPECIFICATIONS:**

*(Job preparation and prior work experience requirements are minimum standards. Other equivalent combination of education, training and experience may be considered.)*

1) Job Preparation:

a) Education:

- i) Equivalent to graduation from an accredited four-year college or university with major coursework in business or public administration, public policy, finance, or a related field and five (5) years of management or administrative experience in administration and City government.

b) Training:

Possession of a valid driver's license with satisfactory driving record.

Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.

Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs; principles and practices of municipal government administration.

Principles and practices of program development, administration, and management in a municipal setting.

Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.

Technical, legal, financial, and public relations problems associated with municipal services.

Methods and techniques for the development of presentations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.

Record keeping principles and procedures.

English usage, grammar, spelling, vocabulary, and punctuation.

Techniques for dealing effectively with the public, vendors, contractors, and City staff, in person and over the telephone.

Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.

Techniques for providing a high level of customer service to public and City staff, in person and over the telephone.

2) Supervision:

Received: Receives administrative and general policy direction from the City Manager.

Exercised: The work provides for a wide variety of independent decision-making, with legal and general policy and regulatory guidelines. Exercises general direction and supervision over technical and clerical staff.

3) Cognitive Functions:

Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the City, department, and assigned program areas.

Work cooperatively with, provide staff support to, and implement the policies of the City Manager and City Council.

Interpret, apply, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.

Select, motivate, and evaluate the work of staff and train staff in work procedures.

Research, analyze, and evaluate new service delivery methods, procedures, and techniques.

Effectively administer special and highly sensitive projects, a variety of programs, and administrative activities.

Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.

Conduct complex research projects, evaluate alternatives, make sound recommendations and prepare effective technical staff reports.

Establish and maintain a variety of record-keeping and tracking systems.

Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.

Operate modern office equipment including computer equipment and specialized software applications programs.

Comprehend and use English effectively including producing all forms of communication in a clear, concise, and understandable manner to intended audiences.

Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.

Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

4) Working Conditions:

Maintains a work schedule which includes time outside normal business hours. Required to attend evening meetings. Responsibilities may require some weekend work.

5) Resource Accountability:

Position is funded through City Manager's budget and may be accountable for funds designated to specific projects assigned as special duties.

*The job classification description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*