

**City of San Rafael  
Job Class Specification**

## **Job Title: Civic Engagement Manager**

### **SUMMARY:**

This position plans, develops, organizes, manages, and executes the activities of the City's comprehensive civic engagement programs. The Civic Engagement Manager also leads and coordinates the activities of the City's Communication team.

This is an exempt, mid-management level position in the Department of Digital Service and Open Government. Under the general direction of the Department's Director, the Civic Engagement Manager exercises independent judgment in the planning, overseeing, and reviewing community engagement projects and processes.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed and related duties may also be assigned.

- Supports the City's goal to build engagement practices that provide equitable access to City services and information.
- Develops and implements engagement strategies and plans that are culturally competent and address the needs of persons with access and functional needs and persons that are non-English speaking.
- Oversees engagement operations in coordination with the City Manager's Office and Communications Team.
- Oversees website content strategy and advises on user experience improvements to the City's website.
- Develops, supports, and implements capacity building programs for the communication team to improve civic engagement.
- Manages interdepartmental technology governance for the City website and digital engagement products.
- Develops education and training programs for City departments on best practices for effective community and stakeholder engagement.
- Acts as a liaison between City departments and the Department of Digital Service and Open Government to understand their operational needs around engagement.
- Advises on the user experience to ensure digital services address user needs and provide a means for equitable access.
- Develops and executes both strategic and implementation plans for communications and engagement services, programs, and projects provided by City departments.
- Serves as a member of the department's management team, and addresses City-wide policy, management and strategic issues.
- Supports planning, preparing and administering of the department's budget.
- Develops and executes strategic community engagement plans in consultation with City management to promote the initiatives and priorities of the City.
- Plans, develops, and implements comprehensive communication/public information programs for the City's written, oral, and multi-media communications with the public, the news media, social media platforms, and City staff.
- Assists City management on developing and implementing the most effective approach to engage the public and staff about matters of importance and sensitivity.

- Prepares talking points, key messages, media alerts, public announcements, and other informational materials related to public information.
- Develops and manages the City's social media strategy.
- Provides oversight of the City's overall social media presence.
- Gathers information on major municipal projects for communication with the public.
- Acts as media liaison, responding to media inquiries on subjects relating to City government, services, and programs.
- Supports emergency communications in conjunction with the City's Office of Emergency Services.
- Builds and maintains cooperative working relationships and positive alliances with members of the news media, social media groups, community-based organizations, local businesses, local officials, City staff, and the public.
- Develops effective branding strategies that communicate a consistent identity for the City.
- Represents the City at conferences, seminars and meetings as assigned.
- Maintains knowledge of current trends, theory, practices, laws, regulations, and emerging technologies and methods regarding communications, public information, news media, and community and public relations.
- Works across City departments to coordinate and manage all external and internal communications.

#### **KNOWLEDGE OF:**

- Strategic planning and project management
- Culturally competent community engagement strategies and best practices, that include communities of color and Spanish language communications
- Digital engagement services, technologies and emerging trends
- Website content strategy
- Principles and practices of user-centered design
- Change management
- Methods for monitoring, analyzing, and evaluating programs
- Business process improvements
- Communications, marketing, social media messaging and strategy
- Correct grammar usage, spelling, syntax, punctuation, and the principles of effective written communications
- Video communications

#### **ABILITY TO:**

- Establish and maintain a working environment conducive to positive morale, individual style, quality, creativity, and teamwork.
- Identify challenges and emerging issues faced by the organization.
- Work with management team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Position the City to effectively respond to the rapidly changing technological environment.
- Take a user-centered approach to improve the user-experience of engagement efforts and digital platforms.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Facilitate teams and lead decision-making processes in a collaborative environment.
- Manage interdepartmental committees and work programs.

- Negotiate and assess complex proposals and contracts.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
- Communicate well both orally and in writing.in both English and Spanish.
- Develop sound community engagement strategies and deliverables.
- Manage a variety of administrative operations, functions, and projects.
- Establish and maintain effective working relationships with City staff, the media, and the public.
- Effectively use emergent technologies and methods related to communications and public relations.
- Operate computer software such as desktop publishing, presentation software, graphic design, spreadsheets, and databases.
- Break down complex issues in a manner that is easily communicated and understood by a diverse audience.
- Work around obstacles to develop and implement creative solutions to problems.
- Meet overlapping and conflicting deadlines and adapt well to last minute changes in assignments and priorities.

### **EDUCATION and/or EXPERIENCE:**

Equivalent to graduation from an accredited college or university with a degree in digital engagement, communications, community engagement, marketing, public relations, public policy, public administration, or closely related field. Three years of progressively responsible experience in related field, including at least one year in a management capacity. A Master's Degree is preferred. Spanish language preferred.

### **PHYSICAL DEMANDS:**

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

While performing the duties of this job, the employee is regularly required to sit, talk and/or hear and is occasionally required to stand and walk. The employee is frequently required to use hands to handle or feel and to reach with arms. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and 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.

While performing the duties of this job, the employee is regularly exposed to video displays and regularly works in inside environmental conditions. The employee is occasionally exposed to outdoor weather conditions, occasionally works in the evenings or on weekends and may travel occasionally. The noise level in the work environment is usually low to moderate.

Prepared By: Sean Mooney  
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