



Deputy City Manager

Definition

Under the direction of the City Manager, manages and oversees citywide communications, emergency operations, city clerk, economic development, legislative advocacy and special projects for the City. The position of Deputy City Manager assists the City Manager in executing the long-term vision for the City in collaboration with the City Council and department heads, serving as a key advisor to the City Manager regarding matters related to the administration of the City and assisting in the formulation and execution of complex policies and programs to fulfill the goals and objectives of the organization. Ensures that assigned programs meet all applicable laws, regulations, and City policies. Provides professional assistance to the City Manager, City Council, and other management and City staff in areas of expertise. Fosters cooperative working relationships with City departments, public, private, intergovernmental, and regulatory agencies, and the public, and performs other duties as assigned.

Class Characteristics

This is an executive management classification responsible for complex coordination of various programs and projects involving a range of City interests and issues, including short- and long-term planning and policy development and administration. Responsibilities include exercising independent judgment and discretion in formulating, coordinating, and managing development and implementation of City policies and procedures. The incumbent is responsible for assisting the City Manager in accomplishing City-wide planning, operational goals and objectives.

Supervision Received and Exercised

Receives general direction from the City Manager. Exercises direct and general supervision over professional, technical and administrative support staff and contractors.

Essential Duties

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations where appropriate so that qualified employees can perform the essential functions of the job.

Manages the development and implementation of goals, objectives, policies, and priorities for assigned programs. Recommends and administers policies and procedures.

Serves as the executive sponsor for one or more of the City's focus areas and manages the Council Prioritization process and directs the City Work Program, ensuring appropriate attention and coordination to make significant accomplishments toward these priorities.

Represents the City Manager in various intergovernmental and community activities and meetings, including coordinating the work of one or more standing City Council Committees to provide the City Council with information and recommendations for matters under consideration.

Strengthens City's expertise and bandwidth in City Manager's Office functions, cross-agency and

interdepartmental collaboration, as well as delivery and alignment of policies and programs that have shared service delivery methods.

Oversees the development and administration of the City Manager's Office, Law Enforcement, and Council budgets.

Oversees special projects related to legislative affairs, commission and committee procedures, the Sister Cities program, and other Council policies as requested.

Selects, trains, motivates, and evaluates assigned staff. Provides or coordinates staff training. Works with employees on performance issues. Implements discipline and termination procedures. Directs and coordinates the work plan for assigned staff. Assigns work activities, projects, and programs. Monitors work flow. Reviews and evaluates work products, methods, and procedures.

Implements directives and policies from the City Manager, continuously 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 to ensure the successful completion of programs and projects. Identifies opportunities for improvement. Directs the implementation of change.

Directs the formulation, strategic development, implementation, and evaluation of the City's communications, marketing, and community relations programs, projects, and activities by selecting, preparing, responding, and distributing publicity releases through available media. Performs other related duties in the distribution of information.

Oversees development of marketing materials, publications, and other outreach materials, including newsletters, general interest materials, banners, website content, and brochures.

Oversees the development and management of the City's image, including review of materials developed by other departments for public distribution and marketing programs, projects, and issues of importance to the City.

Receives inquiries and provides information to the public regarding a wide variety of topics and successfully communicates with the public, other agencies, and a variety of news media.

Negotiates contracts and agreements when needed.

Represents the City Manager's Office to other City departments, elected officials, and outside agencies. Explains and interprets City programs, policies, and activities. Negotiates and resolves significant and controversial issues.

Monitors changes in laws, regulations, and technology that may affect City or departmental operations; Implements policy and procedural changes as required.

Researches, compiles, and analyzes information. Prepares specialized reports and correspondence related to projects and programs, including monthly reports, staff reports, financial spreadsheets, legal

notices, oral presentations, annual reports, implementation plans, news releases, and other correspondence. Makes recommendations on related issues.

Participates in and makes presentations at City Council meetings and to a variety of boards and commissions.

Attends and participates in professional group meetings and committees. Stays abreast of new trends and innovations in the field of public relations programs. Researches emerging products and enhancements and their applicability to City needs.

Manages City's emergency response and community relations efforts, including ensuring availability of public information materials, conducting workshops, meeting with other agencies, and planning public communication strategies during response efforts.

Assists the City Manager in the design and implementation of the City's Strategic Plan.

Performs other duties as assigned.

Minimum Qualifications

Knowledge of:

The functions of City governments and of state, county, and municipal relationships.

Principles and current developments in public administration with emphasis on local government.

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

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.

Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.

Principles, practices, and techniques used in the conduct of an effective public affairs program, including public relations, marketing and advertising, strategic communications, and community relations.

Principles, practices, and procedures related to media relations, reporting, and news writing.

Recent and on-going developments, current literature, and sources of information related to public relations.

Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.

Principles, practices, and techniques of economic development in a public agency setting.
Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility, including California Redevelopment law.

Technical, legal, financial, and public relations problems associated with the management of economic development, environmental sustainability, and public information programs.

Methods and techniques for the development of presentations, contract negotiations, business correspondence, and information distribution. Research and reporting methods, techniques, and procedures.

Principles and practices of contract administration and evaluation.

Research and reporting methods, techniques, and procedures.

Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.

Modern office practices, methods, computer equipment, and computer applications.
English usage, spelling, vocabulary, grammar, and punctuation.

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

Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to:

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

Plan, organize, schedule, assign, review, and evaluate the work of staff and contractors.
Provide administrative and professional leadership and direction for the department and the City.

Develop, plan, coordinate, and implement a variety of public information, economic development, and legislative programs and activities suited to the needs of the community and City.

Conduct effective negotiations and effectively represent the City and the department in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.

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.

Research, analyze, and evaluate new service delivery methods, procedures, and techniques. Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.

Respond to inquiries, complaints, and requests for information in a fair, tactful, and timely manner. 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.

Use English effectively to communicate in person, over the telephone, and in writing.

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

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

Education and Experience

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a bachelor's degree from an accredited four-year college or university with major coursework in English, communications, marketing, business or public administration, or a related field and five (5) years of responsible experience in local government, journalism, communications, public relations, marketing, economic development or a related field, with experience in a management capacity preferred.

Other Requirements

Required to work evenings and weekends as needed.

Licenses and Certifications

Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

Physical Demands

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer. To operate a motor vehicle and to visit various City and meeting sites. Vision to read printed materials and a computer screen, and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information.

Environmental Elements

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing policies and procedures.

FLSA: Exempt
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