

# Finance Director



## THE COMMUNITY

The City of Salinas is the 34th largest City in the state with a population of approximately 155,205. Salinas is located in beautiful Monterey County, and is the County seat. Just 40 minutes south of the heart of the nation's high-tech industry, Silicon Valley, the City has the largest population in California's Central Coast, is a multicultural and diverse community and a key asset in today's global economy. The region also boasts spectacular scenery, from breathtaking mountains and valleys, to the beauty of the sun, sand, sea, and soil. Salinas serves as the main business, governmental and industrial center of the region. The marine climate is ideal for the floral industry, grape vineyards, and vegetable growers. Salinas is known as the "Salad Bowl of the World" for its large, vibrant agriculture industry. The City is rich in diversity with an approximate 75% Hispanic population and a median age of 34, which allows for various cultural family activities and world class annual events such as the California Rodeo Salinas, El Grito Festival, Forbes Ag Tech Summit and world-renowned amenities right next door, including the Pebble Beach Golf Resort and the Monterey Bay Aquarium. Salinas is home to Hartnell, a robust community college, along with being just minutes from Cal State Monterey Bay. The City is also home to a wealth of cultural and historic assets, including the California Welcome Center/Regional Heritage Center and the National Steinbeck Center – the only museum in the country devoted to a single author - along with Steinbeck's family home. Salinas is the birthplace of John Steinbeck.

Although agriculture forms the economic base, more than 100 manufacturing, financial, and medical related firms call Salinas home. Salinas has a global reputation as an agriculture and innovation hub, it is a source for agricultural research and resources and is developing the latest technology and advancements. Some of the largest employers in the city include the County of Monterey, Taylor Farms, D'Arrigo Bros, and Salinas Valley Memorial Hospital.

Visitors can also explore the nearby Monterey Peninsula: the historic missions of San Juan Bautista, Soledad, Carmel and San Antonio de Padua, the world class wineries of South Monterey County and the beauty of nearby beaches and Pinnacles National Monument.

## CITY GOVERNMENT

The City of Salinas was incorporated in 1874 and became a Charter City in 1903. The City operates under a Council-City Manager form of government. The seven-member City Council includes six members elected by district for four-year staggered terms on a nonpartisan basis, plus the Mayor who is elected at-large and serves a term of two years. The City employs 530 full-time staff with 200 additional temporary employees. The total Operating and Capital budget is \$189 million. The City Manager leads and directs eight departments which include Administration, Community Development, Finance, Fire, Human Resources, Library and Community Services, Public Works, and the Police Department.

## THE DEPARTMENT

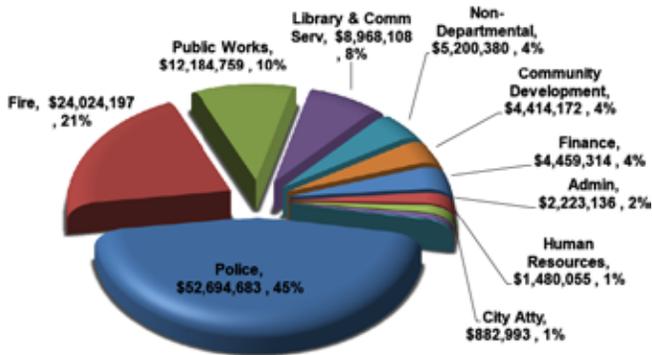
The Finance Department provides coordination and direction of all fiscal operations of the City. This includes, but is not limited to:

- ❖ Directing, monitoring, and controlling all assets and financial operations of the City.
- ❖ Providing a framework for financial planning and analysis to support the operation and management of all City Departments.
- ❖ Financial administration of the Successor Agency to the former Salinas Redevelopment Agency, Assessment Districts, Enterprise Operations, Internal Services and Trust Funds, and the City's General Fund.
- ❖ Managing a staff of approximately 25 I.T. and Finance professionals.

Departmental responsibilities include long-range financial planning, budget management, accounts receivable and payable, payroll, retirement administration, general accounting and reporting, debt administration, purchasing, revenue and licensing, information technology and assessment district administration.



**General Fund & Measure E & G FY 2020-21  
Expenditure Budget \$116,765,183**



## THE POSITION

The Finance Director plans, organizes, directs, and reviews the activities of the Finance Department including accounting, treasury management, revenue and licensing, information systems, purchasing, and central services; provides coordination and direction of all fiscal operations of the City including directing, monitoring, and controlling the assets and financial operations of the City; provides a framework for financial planning and analysis to support the operation and management of all City departments; oversees the resources and activities of the City-wide Information Technology (IT) function; and offers professional and technical staff assistance. This position assists in the preparation, implementation, and control of the City's annual operating and capital improvement budgets. The incumbent will coordinate, review, evaluate, and recommend improvements to the City's administrative and financial internal control systems and procedures, ensure audit compliance, administer deferred compensation programs and retirement plans, as well as the bonded indebtedness of the City. The Finance Director serves as City Treasurer and acts as fiscal officer for non-City agencies, prepares written and oral reports to staff, commissions, and City Council and performs other related duties as needed.

## CURRENT PRIORITIES AND OPPORTUNITIES

- ❖ Promote a culture of learning and communication that ensures the community is well informed while providing a high level of transparency, ethics, and confidence in local government.
- ❖ Provide financial guidance relevant to operational expenditures and closing budget gaps.
- ❖ Emphasize government transparency, trust, and accountability.
- ❖ Continue to enhance team building and interdepartmental collaboration.

- ❖ Develop an understanding of the City's diversity and ways to meet the needs of each unique population, and find commonalities to unify and build a stronger sense of community.
- ❖ Build a foundation of community involvement through access of information including policy direction and providing a voice and open communication to and from the general public.
- ❖ Hire a new Assistant Finance Director.

### The Salinas Plan:

The Salinas Plan is a Ten-Year Plan designed to provide the City with a path forward on maintaining a long-term balanced, sustainable budget while preserving City services and addressing the affordable housing crisis.

## THE IDEAL CANDIDATE

The ideal candidate will be an honest, collaborative, and confident leader with excellent supervisory skills; a strong communicator able to write reports with clarity and verbally articulate fiscal concepts to all levels of audiences. The Finance Director will manage a solid team and should have a willingness to delegate, and be a mentor, willing and able to develop staff. It is important for this individual to keep abreast of the American Rescue Act and be able to oversee multiple grants. The incumbent will be a responsible steward for the community, City staff, and leadership, and align decisions in support of the Salinas Plan. The ideal candidate will have a proven track record in implementing efficiencies, allowing the Department to assist the organization in achieving its financial goals.

The successful candidate will have demonstrated expertise and a solid track record in municipal finance and budget management, agency administration, and the ability to maintain collaborative relationships with City Council, staff, and the community. Excellent interpersonal abilities are necessary to build and maintain solid relationships with elected officials, regional business partners, union representatives, staff, and the community through open and respectful dialogue. It is important to engage and embrace the cultural diversity of the City.

### Key Attributes and Characteristics

- ❖ A strong leader who shares the vision of the council and community, and can advocate, articulate, and implement that vision. A manager who is able to blend innovation and creativity, someone who can think outside the box.
- ❖ A professional who can lead the organization with a commitment to uphold the values of Salinas, including valuing positive employee working relations and respecting the richness of cultures and diversity.

- ❖ A friendly approachable leader who can ensure quality customer service.
- ❖ Diplomatic, being known as a people person with an engaging style that is comfortable interacting with a wide spectrum of individuals and one who welcomes dialogue and discussion.
- ❖ A decisive, seasoned leader with the highest integrity, character, and ethics.
- ❖ Honest, with the ability to maintain and build trust and actively listen.
- ❖ Technologically astute, who recognizes the value of harnessing and integrating the benefits of cutting-edge technology for city government and for residents.
- ❖ A proven understanding of budget/structural deficits and the willingness and the ability to bring teams together to find solutions to challenging issues.
- ❖ An outstanding fiscal manager, able to develop and implement plans to expand the tax base, obtain grants, and manage costs.

## MINIMUM QUALIFICATIONS

- ❖ Bachelor's Degree in Public Administration, Business, Accounting, Finance, or a related field.
- ❖ Master's Degree (MA/MS) is highly desirable.
- ❖ Eight (8) years of senior-level municipal management experience in a public service setting with extensive experience working with a City Council or a Board of Supervisors.
- ❖ Four (4) or more years of senior management experience in local government of a comparable size to the City of Salinas is helpful.

## COMPENSATION AND BENEFITS

**The salary range for the Finance Director is \$144,048 - \$175,080 DOQ**

The City offers an attractive benefits package which includes:

- ❖ CalPERS Retirement Plan –The City participates in the California Public Employees' Retirement System (CalPERS) under a 2% @ 55 formula for Classic members. New members, as defined by PEPR, are under a 2% @ 62 formula.
- ❖ 457/401(a) Compensation – City-paid contribution based on months of service with the City.
- ❖ Health Insurance – The City currently pays 95% of the premium for the level of coverage the employee has selected, up to 95% of the PERS Choice Plan premium. The City pays the full amount of premiums for dental and vision plans.
- ❖ Holidays – 12 per year.

- ❖ Annual Leave – May be used for vacation and/or sick leave. Leave is accrued at a rate of 37 days per year for the first five years; 42 days per year for years six through ten, with additional longevity increase in annual leave after ten years of employment.
- ❖ Life Insurance – Term life insurance in the amount of \$150,000.
- ❖ Bilingual Pay - \$75 per pay period if Spanish is used in the course of his/her job duties (subject to passing a City-administered bilingual exam and administrative approval).
- ❖ Auto – City assigned vehicle or \$750 per month auto allowance.

## APPLICATION PROCESS AND RECRUITMENT SCHEDULE

**The final filing date is Friday, May 28, 2021.**

To be considered, please submit a resume, cover letter, and five work related references (who will not be contacted in the early stages of the recruitment) to: [koffassociates.com/finance-director-2/](https://koffassociates.com/finance-director-2/).

Resumes should reflect years and months of positions held, as well as size and budgets of past organization(s).



For additional information, please contact:

Frank Rojas  
 Recruitment Manager  
 Phone (510) 495-0448  
[frojas@koffassociates.com](mailto:frojas@koffassociates.com)  
 Website: <https://koffassociates.com/>

Resumes will be screened based on the criteria outlined in this brochure. Candidates with the most relevant qualifications will be given preliminary interviews by the consultant. Koff & Associates will report the results to the City. The City will then select candidates to participate in City interviews on **June 17**. Extensive reference and background checks will be completed on the selected candidate.

