



City Manager



THE COMMUNITY

The City of Oceanside is the third-largest city in San Diego County with a population of approximately 177,000. Oceanside is a thriving beachfront community centrally located in the heart of the beautiful Southern California coastline. Located just 83 miles south of Los Angeles, residents enjoy proximity to all major Southern California destinations, while maintaining its coastal beauty and autonomy.

Oceanside has a diverse economic portfolio and a number of business advantages. The City has a large sporting and recreational goods manufacturing sector, a growing food processing segment and a large number of biotech and medtech companies. Tourism is a major industry segment, and the City is home to a booming culinary scene and hosts many soccer tournaments at the SoCal Sports Complex. Agriculture is also important to Oceanside's economy. San Diego County is a major agricultural producer, and Oceanside's warm climate makes it ideal for the growing of tomatoes, avocados, citrus fruit, nursery stock, and flowers. The City includes approximately 3,500 acres of agriculturally zoned land in the northeast portion of the City.

The City has a wide range of educational options. Oceanside Unified School District serves over 16,000 students in the western portion of the City, and Vista Unified School District serves a large portion of eastern Oceanside. Some areas are also served by the Carlsbad and Bonsall Unified School Districts. There are also several charter and private schools in the area. Camp Pendleton, the City's Marine Corps neighbor to the north, is home to about 42,000 military personnel and 38,000 family members who bring experience and culture from all over the country and world.



Recreational opportunities abound in Oceanside and complement every lifestyle. The City's perfect climate invites residents and visitors to enjoy and relax at its 3.5 miles of beautiful beaches, and surfers enjoy consistent waves. Other recreation options include golf, tennis, pickleball, hiking, jogging, biking, and skateboarding, providing a wide range of choices for the outdoor enthusiast. Watersport fans will find the Harbor a mecca for conveniently launching, renting, and servicing boats, kayaks, and jet skis. Fishing aficionados can try their skill at surf fishing along the coast or drop a line off the famous 1,942-foot pier.

Oceanside Municipal Airport is home to Go Jump, a skydiving business, and Wave Rider helicopter tours, among other businesses, and has over 25,000 annual operations. The City attracts over 5.4 million visitors annually to enjoy the beaches, harbor, pier, Mission San Luis Rey, and other attractions. About 54,000 people work in Oceanside, plus over 4,000 civilian jobs are located at Camp Pendleton.

To learn more about the City of Oceanside, please visit: <https://www.ci.oceanside.ca.us/>

GOVERNANCE

The City of Oceanside's five-member City Council is the legislative body of the City, serves as its corporate board of directors, and is responsible for establishing City policy. The Mayor and Councilmembers are elected for staggered four-year terms and transitioned to District Elections beginning with Districts 1 and 2 in November 2018. Districts 3 and 4 elected candidates in 2020. The Mayor is elected at-large. The City Council works closely with the City Manager to ensure that policy is effectively implemented. Current staff is approximately 1,200.

THE POSITION

The City Manager provides professional leadership in the management of the City and is responsible for the coordination of all municipal programs and the executive supervision of all City departments and agencies. The City Manager's principal duties and responsibilities include assisting members of the City Council in formulating policies and responding to City Council issues and concerns, either directly or through various City staff members, to recommend options and potential solutions. The City Manager attends all meetings of the Mayor and City Council.

and carries out City Council policy as a guide to daily assignment of City operations. As Executive Director, she/he also attends all meetings of the Community Development Commission.

Duties include but are not limited to the following:

- Direct special administrative studies, investigations, and surveys to determine the effectiveness of administrative practices.
- Analyze contracts, leases, reports, purchase bids, and other matters requiring comprehensive analysis in order to authorize administrative action.
- Oversee departmental operations and expenditures; supervise the preparation and administration of the annual budget, and direct the development of program objectives, definitions, directions, and priorities.
- Assist in General Plan updates.
- Perform other related work as required by the Mayor and City Council.

Knowledge and abilities

- Municipal management concepts, principles, and practices.
- Principles and practices of administrative management, administrative analysis, and staff operations.
- Municipal budgeting, accounting, and purchasing.
- Practices, principles, techniques, and laws of labor relations.

THE IDEAL CANDIDATE

The ideal candidate will be a visionary, strategic and high-energy leader who can work with city council, staff, and key stakeholders to achieve economic growth and improve quality of life for a diverse community. The successful candidate will have well-rounded skills in all facets of public sector governance, a proven track record in successful community development, and a solid financial acumen. The ideal candidate leads by setting a positive example of being proactive and organized; provides clear and consistent direction and can assess talent, mentor, and develop a



team-oriented, high performing working environment. Excellent communication and interpersonal skills are required to manage the City as it moves to promote new business ventures and build and maintain effective and collaborative relationships with regional and national business partners, staff, and elected officials. A candidate that can demonstrate the ability to work positively and effectively with staff and promote positive morale and team building in the organization is highly valued, as is their desire to embrace and be a part of the City of Oceanside.

A background addressing issues around homelessness, working with various populations, an understanding of coastal issues and opportunities, and knowledge of community and economic development is extremely helpful.

Key Attributes and Characteristics

- An individual with the highest personal and professional integrity.
- A successful track history at building collaborative business and community-oriented working relationships.
- An enthusiastic, inspiring, and engaged communicator. A good listener.
- A strong leader who shares the vision of the council and community, and can advocate, articulate, and implement that vision. The ability to deliver information and comprehensive research to City Council in a balanced and unbiased manner. Provide options and solutions with different sides to an issue with strengths, weaknesses, opportunities and risks for each alternative.
- A manager who can blend innovation and creativity, think outside the box, and creatively move the city in a positive direction while acknowledging and responding to its challenges.
- A solid, optimistic leader and role model with a positive presence; demonstrate initiative, be action oriented, treat others with respect, be collaborative and approachable.



- Technologically astute; recognizes the value of harnessing and integrating the benefits of cutting-edge technology for city government and for residents.
- A strong leader able to use sound judgement, wisdom and maintain flexibility. Must be politically astute, while remaining apolitical.

MINIMUM QUALIFICATIONS

- Equal to a bachelor's degree or higher in Public Administration, Business Administration, or a related field.
- A minimum of six (6) years of municipal management experience.
- Two (2) plus years of supervising professional level administrative staff.

SALARY AND BENEFITS

The City offers a competitive compensation package and salary will be determined based on the qualifications of the candidate.

The City also offers an attractive benefits package, including:

- **Retirement:** Depending on selected candidate's prior membership with CalPERS, the retirement formula will be:

Tier 1: Employees hired prior to December 11, 2011 - 2.7% at 55 with the highest one (1) year's salary; employee contribution is 9%.

Tier 2: Classic members of CalPERS and employees hired on or after December 11, 2011 through December 31, 2012 - 2% at 60 with the three (3) highest years' salary; employee contribution is 8%.

Tier 3: Employees, considered as "New" employees by CalPERS, hired on or after January 1, 2013 (PEPRA) - 2% at 62 with the three (3) highest years' salary; employee contribution is currently 7.5%.
- **Medical, Dental, and Vision Insurance:** The City pays a significant portion of the costs depending on the plan and number of family members covered. Executives retiring from the City of Oceanside are eligible to remain on City health plans at their cost.
- **Long- and Short-term Disability Insurance:** City Paid.
- **Life Insurance:** City-paid policy of 1.5 times annual salary up to \$350,000 with voluntary additional options for employee and dependents.



- **Management Leave:** 70 hours annually.
- **Holidays:** 9 City holidays plus 48 hours floating holiday time annually.
- **Auto Allowance:** \$500 per month.
- **9/80 Work Schedule:** with every other Friday off.

Other benefits offered by the City of Oceanside include deferred compensation plan, tuition reimbursement, and flexible spending accounts.

For additional benefits information, click here: <https://www.ci.oceanside.ca.us/civica3/filebank/blobdownload.aspx?BlobID=20303>

APPLICATION PROCESS AND RECRUITMENT SCHEDULE

The final filing date is Friday, June 17, 2022.

To be considered, please electronically submit your resume, cover letter and a list of six professional references (references will not be contacted in the early stages of the recruitment) to: <https://koffassociates.com/city-manager-2/>

Resumes should reflect years and months of positions held, as well as size of staff and budgets you have managed. For additional information, please contact:



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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 executive recruiter. Koff & Associates will report the results to the City. The City will then select candidates who will be invited to participate in a formal interview process. Extensive reference and background checks will be completed on the selected candidate.