



City of Piedmont

Communications Program Manager



Koff & Associates
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THE COMMUNITY

The City of Piedmont is a community of approximately 11,500 residents located in the beautiful Oakland Hills overlooking the San Francisco Bay. Following the 1906 San Francisco earthquake, the community of Piedmont grew ten-fold in just one year. By 1907, residents voted to incorporate as the City of Piedmont, and in 1923 the city became a charter city.

Today, residents of Piedmont continue to take great pride in their community and enjoy many city-sponsored events, such as movies and concerts in the park, the annual Martin Luther King Day celebration, and the well-known 4th of July Parade. Within the city's 1.7 square-mile-area, there are five parks and numerous landscaped areas that offer wooded paths, tennis courts, and recreational areas.

Located in the East Bay hills of Alameda County, Piedmont is surrounded on all sides by the City of Oakland. Specifically, Piedmont's

northwestern border is adjacent to Oakland's Piedmont Avenue commercial district, the historic Grand Lake District to the southwest, the Rockridge District to the northwest, the quaint and more rustic Montclair District on its northeastern border, and the Crocker Highlands and Glenview Districts to the south.

Piedmont is virtually built out and consists of established quiet, tree-lined streets. Characterized by a stable, well-educated, and engaged population, Piedmont is comprised of long-time residents as well as an influx of younger families bringing an increased diversity to the community. Although the city has a small commercial district, Piedmont is almost entirely zoned for residential use and relies primarily on property and voter-approved parcel taxes. A significant portion of the city is located in canyon areas with urban/wildland intermix.

Incorporated for over 110 years, the City of Piedmont provides its residents with outstanding public safety, educational opportunities, neighborhoods, parks, vistas, customer service, and quality of life. The City of Piedmont is served by the Piedmont Unified School District. The district has three elementary schools, one middle school, one high school, and one alternative high school. On California Standards Tests and STAR, the district is among the highest ranking unified school districts in the state, and over 95% of the district's graduates pursue a college education. The Piedmont Unified School District recently completed a major construction program consisting of remodeling and improvements to its facilities.



Residents and visitors enjoy many of the community's public parks including Piedmont Park, Dracena Park, Crocker Park, Hampton Park, Linda Park, Kennelly Skate Park, and Blair Park. Playfields include Coaches Playfield, Linda Playfield, and Hampton Field. Piedmont has a City Hall, Community Hall, Veterans' Memorial, Building, and Recreation Center. The City is currently engaged in a voter approved project to completely rebuild the Piedmont Community Pool. To learn more about the city, please visit piedmont.ca.gov

THE ORGANIZATION

Piedmont is a full-service charter city operating under a City Council/

Administrator form of government. Five Council members are elected at-large on a nonpartisan basis to staggered, four-year terms. Elections are held concurrent with the statewide general election in November of even-numbered years. Following each election, the City Council elects a mayor and vice-mayor from among its members.

Under the City Charter, a Councilmember may be elected for no more than two consecutive four-year terms of office. After two full terms have elapsed (eight years), Council members may again run for office. The next municipal election will be held in November. The City of Piedmont is served

by a variety of skilled volunteer committees appointed by the City Council. These include the Budget Advisory & Financial Planning, CIP Review, City-School Liaison, and Public Safety Committees; Civil Service, Park, Planning, and Recreation Commissions; and the Police & Fire Pension Board.

The City Administrator and City Attorney are appointed and directed by, and hold office at the pleasure of, the Piedmont City Council. All other department heads are appointed by the City Council upon recommendation of the City Administrator. Department Heads are directed by and serve at the pleasure of the City Administrator.

City departments include Administration, Finance, Planning, Public Works, Police, Fire, and Recreation. The city also operates KCOM-TV, a government/educational access television station.

The city employs approximately 95 full-time employees and has a total operating budget of \$34 million. Piedmont has an outstanding team of public servants that prides itself on delivering quality and customer-focused services to the community. The city's skilled and professional leadership team enjoys a collegial and supportive culture. Although Piedmont relies primarily on property taxes, the city is fiscally sound. Approximately 20% of the general fund is in reserves, and the city budgets very conservatively and staffs accordingly.

THE POSITION

This career opportunity is available to an ambitious individual who is up to not only developing a communications strategy but also being instrumental in executing as well. The Communications Program Manager plans, organizes, and executes comprehensive communications and public outreach programs for the City; plans, implements, coordinates, and evaluates public information, community outreach, and media relations functions and activities; develops Citywide strategic and ongoing communications, social media, branding, and media efforts; prepares a variety of written, oral, and multi-media communications; provides complex and responsible support to the Assistant City Administrator/City Clerk in areas of expertise; and performs related work as required. The Communications Program Manager receives general direction from the Assistant City Administrator/City Clerk. He/she will also supervise the operations and staff of the city's government access television.



EXAMPLE OF DUTIES

- Plans, manages, and oversees the daily functions, operations, and activities of the public information, public relations, and communications programs.
- Plans and implements strategic communications such as press releases, e-blasts, digital content, brochures, correspondence, and social media posts to disseminate and manage information, in consultation with City management and City Council to promote City initiatives and priorities.
- Provides advice and support to City staff regarding public and media relations, including goals, strategies, tactics, and tools, as appropriate; assists City management and City Council in developing and implementing the most effective approach to communicate with the public and staff about matters of importance and sensitivity.
- Plans, develops, and implements comprehensive communication and public information programs for the City's written, oral, and multi-media communications with the public, news media, social media platforms, and City staff.
- Contributes to the development and management of the City's branding and image; maintains consistency and clarity in messages and branding including review of materials developed by other staff for public distribution and communication programs, projects, and issues of importance to the City.
- Supervises city staff managing the operations of government access television.

- Develops and implements a comprehensive media relations program; prepares media information packets regarding City operations and programs; tracks and responds to media inquiries; acts as media liaison with local and regional media to promote improved communications with press representatives; coordinates information dissemination to the media, community groups, and the community on all subjects relating to City government, services and programs.
- Organizes and updates emergency public information communications strategies during a local disaster or other crisis situations; may participate in an active emergency operation center (EOC).
- Develops, manages, and provides oversight of the City's overall social media strategy and presence.
- Assists with the development and implementation of key messaging for the City; plans and develops paper and electronic publications and other communications materials, including talking points, brochures, newsletters, memos, presentations, reports, press releases, advertisements, photography, and other materials; serves as editor for paper/electronic publications; oversees design, content, production, printing, and distribution of all print and electronic materials.
- Provides oversight of the City's external website and intranet; ensures website content is appropriate and aligns with City communication plans, strategies, and website design standards; establishes best practices and guidelines for maintaining the web site and other electronic communications, such as social media.
- Arranges, promotes, and participates in public events sponsored by the City; organizes activities, displays, and exhibits which foster understanding and good will; plans delivery strategy and makes speeches.
- Establishes and maintains positive working relationships with co-workers, other City employees, other public agencies, community groups, and the public using principles of good public relations and customer service; acts as liaison with the community and represents the City at meetings.

EDUCATION AND EXPERIENCE

In order to be considered, a candidate must possess the following:

- Equivalent to a bachelor's degree from an accredited college or university with major coursework in journalism, public relations, communications, marketing, or a related field and three (3) years of increasingly responsible experience in journalism, communications, and/or public relations.

Licenses and Certificates:

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

The City has implemented a mandatory COVID-19 vaccination policy. As a condition of employment, employees must be fully vaccinated for COVID-19 unless a reasonable accommodation request for a medical or religious exemption has been approved by the City.



COMPENSATION

Salary Range: Monthly Base Salary

\$8,871 - \$10,742

There will be a 3% salary increase effective July 1, 2022

Medical

- Medical, with a generous amount of the premium paid by the City
- Delta Dental Premier, with orthodontia @ \$5,000 lifetime maximum, premium paid in full by the City
- Vision, with the ability for an annual exam, premium paid in full by the City

Retirement

- Retirement benefit depends upon membership date: Classic employee CalPERS 2% @ 60, employee share is 7%. New Members 2% @ 62, employee share is currently 6.75%. The City also participates in Social Security.

Paid Time Off

- Vacation: 11 days to start and will increase up to 25 days based off years of service
- Personal Leave: In lieu of overtime, from 4 – 10 days of leave with pay each year
- Holidays: 13 days per calendar year
- Sick leave accrual @ 9.38 hours per month

Deferred Compensation:

- Deferred compensation, credit union and tuition reimbursement available

Additional Benefits

- Children of full-time City employees are eligible to attend school in the Piedmont Unified School District. Additionally, the children of full-time employees are eligible to attend city preschool programs (based upon eligibility for ages 2 yrs. 9 mo--four years), and Schoolmates (elementary school aged) programs at no charge.

APPLICATION AND RECRUITMENT PROCESS

The final filing date is July 5, 2022

Preliminary Interviews are the week of July 18, 2022

To be considered, please electronically submit your resume, cover letter, and a list of three (3) professional references (references will not be contacted in the early stages of the recruitment) [here](#).

Resumes should reflect years and months of positions held, as well as size of staff and budgets you have managed. If you have additional questions, please contact the Recruiter:



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The City of Piedmont complies with EOE and ADA. Examinations may be assembled, unassembled, written, oral, practical demonstration, or any combination thereof. All applicants should alert the personnel officer in advance if any accommodation is necessary to perform the job function or test. We comply with the ADA and consider reasonable accommodation measures that may be necessary for eligible applicants/employees to perform essential functions. Hire may be subject to passing a medical examination by a city physician, including a drug screen and TB testing, and to skill and agility tests. All offers of employment will be conditional upon satisfactory proof of applicant's authority to work in the U.S. as required by the Immigration Reform and Control Act.

Candidates under final consideration for employment with the City should expect to undergo an employment reference/background check that may include, but is not limited to: employment history, confirmation of educational credentials and degrees, licenses including driver's license, registrations, certificates, and other credentials as part of the appointment process. Some positions, depending on the nature of the work, also require a credit check and a review of Summary Criminal History obtained from the State Department of Justice through Live Scan Fingerprinting.

The City reserves the right to close this recruitment at any time and not fill this position.

