



City of Lake Oswego, Oregon

Job Description

DEPUTY CITY MANAGER

FLSA Status: Exempt

Union Representation: Non-represented

Salary Grade: 590

Job Code: 1143

Summary

Under general direction, plan and implement a communications strategic plan promoting the mission, values, activities, and image of City government to the public, neighborhoods, businesses and community leaders. Provides advice and support to the City Manager and Human Resource Director on internal communications. Serves as primary liaison between the City and the elected and appointed officials of other governmental agencies, including municipal, state, regional, and federal legislatures. Works with other staff to promote awareness and understanding of City services, policies, projects, and issues; coordinates dispute resolution efforts and ensures response to complaints and requests. Provides key City Manager's Office support to the budget process.

Essential Duties and Responsibilities

The list of duties is a representative sample of the work appropriate to this class and does not include all the duties that may be assigned to a particular position. The incumbent may perform a combination of some or all of the following duties:

1. Develops and implements a strategic, coordinated approach for creating an effective community outreach program to promote public awareness and community participation in City programs and activities. Creates opportunities for people to get involved using a variety of strategies and methods.
2. Provides oversight to and coordinates communications between the City and public to ensure a consistent look and message. Oversees the content of the City website, including both external and internal City departments in coordination with the City's Information Technology Department.
3. Facilitates and ensures open and clear public access to City government. Develops methods and processes by which people may provide input and feedback to the City.
4. Conducts surveys and polls, as necessary, with the public and community groups to identify information needs or opinions regarding programs, policies and procedures. Manages ballot initiative campaigns to gain public support for the City's overall direction and goals.
5. Responsible for leading meetings and/or group processes. Work with a variety of participants including City Council, community groups, department management and staff.
6. Represents the City on various intergovernmental committees. Reviews legislation at the regional, county, state, and federal levels and recommends actions to further City policy interests. Collaborates with the League of Oregon Cities. Routinely meets with the lobbyists from other jurisdictions in the Portland Metropolitan Area. Reviews and analyzes legislative bills to determine impact on City.

7. Represents the City by making presentations and/or providing comment to other organizations or entities, and in other situations as required.
8. Manages public information efforts, including acting as representative spokesperson and interacting with the press, occasionally on camera or on air, regarding routine issues. Prepares talking points, responds to letters to the editor, and prepares statements about issues relevant to the City when requested.
9. Collaborates with other jurisdictions to coordinate public involvement or media approaches on issues of mutual interest.
10. Sets standards and policy for customer service and complaint resolution. Oversees and coordinates response to complaints and facilitates problem resolutions; acts as liaison for City departments; and coordinates meetings on issues related to complaints. Oversees mediation program.
11. Serves as lead staff person for the City Manager's Office budget, assisting to determine levels of service and capital purchases. Monitors program expenditures ensuring they remain within budget. Works with the Finance Department to coordinate budget messaging.
12. Supervises support staff. Responsible for and has the authority to hire, transfer, suspend, lay off, recall, promote, discharge, assign, reward or discipline employees. Supervises and directs staff and other temporary or contract employees and interns. Develop annual work programs and evaluate performance. Responsible for training, orientation and review of work.
13. Manages public information in emergency situations. Acts as primary liaison between Emergency Manager, other departments, outside agencies, businesses and the general public. Assigns duties and responsibilities to other Public Information staff as emergencies develop. Assists in emergency planning and preparedness activities as requested.
14. Acts as City Manager Pro-Tem if requested.
15. Performs other duties of a similar nature or level.

Minimum Qualifications

Knowledge of:

- Principles and practices of public relations, communications and public involvement.
- A full range of communication technologies, methods, and tools for public involvement and media interaction.
- Governmental functions and the role of local government in the community, region, state and local laws and policies as they affect City operations.
- English grammar and composition.
- Community resources and organizations.
- Presentation techniques.
- Customer service programs and employee communication.
- Contemporary communication technologies
- Conflict resolution techniques and practices.
- Bid proposals and contract preparation.
- Supervisory theories and principles.
- Personal computers and related software applications.

Skills and Abilities to:

- Communicate, both written and orally, in various styles depending upon audience, message, and issue.
- Communicate and interact with co-workers, supervisor, public officials, the media, and the general public, with sufficient skill to exchange or convey information in a clear and concise manner, and to establish and maintain effective relationships.
- Assist departments in planning and implementing informational outreach campaigns.

- Conduct research and prepare informative written and oral reports resulting from this research.
- Maintaining confidentiality of private and sensitive information and documents.
- Prepare and implement work plans for special projects.
- Exercise good judgment in the performance of job duties, demonstrating tact and resourceful problem solving.
- Interpret local, state and federal laws and regulations.
- Publicize events and public hearings.
- Translate complex or technical materials into plain language
- Make presentations to large groups.
- Resolve conflicts.
- Promote positive public relations.
- Evaluate or summarize data.
- Work effectively and manage projects under deadline pressure.
- Provide good customer service.
- Comply with safety requirements of the position and actively promote safe work practices.
- Communicate effectively with coworkers, management, elected officials and the general public, and display excellent interpersonal skills and awareness of controversial and/or sensitive issues.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is through obtaining a Bachelor's degree in Journalism, Public Relations or similar field, and a minimum eight years' experience in public information; or an equivalent combination of training and experience sufficient to successfully perform the essential duties of the job such as those listed above. A Master's degree in applicable field is preferred.

Licensing and Other Requirements:

Positions in this classification require the ability to possess and maintain a valid driver's license and ability to meet the City's driving standards.

May be required to work evenings and weekends. Duties will occasionally involve dealing with distraught or difficult individuals and attending meetings or activities outside normal working hours.

Physical and Mental Demands

Frequent repetitive motions including, but are not limited to, hand, wrist and finger movements; daily walking, reaching, standing, talking, hearing and seeing. Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring department to accommodate the limitation.

Department Director

Date

Human Resources Director

Date

Employee

Date

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.