

CITY OF HUNTINGTON BEACH
CLASS SPECIFICATION



TITLE: PUBLIC AFFAIRS MANAGER

PERSONNEL COMMISSION APPROVAL:	
JOB CODE: EMPLOYMENT STATUS: UNIT REPRESENTATION: FLSA STATUS: EEOC CODE:	0620 REGULAR FULL-TIME MEO EXEMPT PROFESSIONALS

JOB SUMMARY

Under general direction, plans, organizes, and implements a comprehensive communications, community relations, and marketing program for the City; oversees public information staff and programs to create an enhanced understanding and awareness of City events, programs, services, policies and projects.

SUPERVISION RECEIVED AND EXERCISED

Reports to: City Manager / Assistant City Manager

Supervises: Professional, paraprofessional, and/or administrative support staff

DISTINGUISHING CHARACTERISTICS

Differs from Community Relations Officer in that the Public Affairs Manager coordinates the City's overall public information function and short and long-term strategic planning while the Community Relations Officer focuses on a specific assigned activities and events, or specific departmental outreach.

EXAMPLES OF ESSENTIAL DUTIES:

- Assumes management responsibility for all services and activities pertaining to the City's public communications and marketing efforts, including participating in the development and implementation of strategic goals, policies, and priorities for the function as a whole
- Develops and produces public information programs to ensure the public is kept informed of current City programs, services, policies, projects and events through outlets such as the City's Municipal Access Channel, internet and City's website, social media, printed publications, and special events
- Manages the City's message through various media; performs public and media relations duties, prepares press releases and conducts press briefings, may represent the City at various community functions

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- Plans and oversees development of City-wide marketing materials, publications, and other outreach materials, including newsletters, general interest materials, banners, website content, and brochures
- Develops, researches, writes, and edits City publications; discusses layout and design issues with graphic designer; proofs or edits drafts; oversees printing and distribution to citizens, employees, businesses, other agencies, elected and appointed officials
- Plans, develops, organizes and implements programs for the responses to proposed local, State, and Federal legislative, regulatory and policy matters affecting City operations
- Maintains effective communications with Congressional, State legislative and municipal association offices; represents and advocates for the City's interests
- Participates in the development and administration of the assigned program budget; forecasts additional funds needed; directs the monitoring of an approves expenditures; recommends adjustments as necessary
- Participates on and/or represents the City at a variety of committees, commissions, meetings, hearings, and other functions; provides staff support as directed
- Responds to and resolves difficult and sensitive citizen inquiries and complaints; meets and confers with citizens to remedy problems and discuss City policies and procedures
- Monitors operations and activities of assigned programs; recommends improvements and modifications and prepares various reports
- Selects, trains, organizes, supervises and evaluates the work of assigned staff; conducts performance reviews, counsels employees, and recommends disciplinary action as necessary
- Participates in 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
- Manages the City's on-location film programs; coordinates the issuance of film permits; participate in determining and developing City processes and procedures for filming projects; receives and resolves complaints; works with local and regional film commissions as required
- Works with the City's emergency response program on community relations efforts, including ensuring availability of public information materials, conducting workshops, meeting with other agencies, and planning public communication strategies during response efforts; maintains and updates the City's Crisis Communication Plan
- Coordinates and integrates program services and activities with other agencies and City departments
- Prepares requests for qualifications and requests for proposals; negotiates and administers contracts for and coordinates and monitors work performed by outside consultants
- 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
- Monitors changes in regulations and technology that may affect operations; implements policy and procedural changes after approval

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- Reports to work as scheduled; works a variety of schedules including evenings, weekends, and holidays as required.
- Performs other related duties as assigned.

The preceding duties have been provided as examples of the essential types of work performed by positions within this job classification. The City, at its discretion, may add, modify, change or rescind work assignments as needed.

MINIMUM QUALIFICATIONS

Knowledge of:

- 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
- Principles and practices of graphic design, photography, video production, and internet technology
- Principles, practices and techniques of advanced project management, including organizing and managing a project, developing schedules, identifying critical paths, breaking down a project into individual tasks, and delegating assignments to project staff
- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff
- Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports
- Current economic, social and political trends and operating problems of municipal government
- Research and reporting methods, techniques and procedures
- Methods for monitoring and measuring results of marketing and outreach
- Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations
- Principles and practices of budget development, administration, and accountability
- Modern office procedures, 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

Ability to:

- Develop, plan, coordinate, and implement a variety of public affairs programs and activities suited to the needs of the community and City

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- Establish and maintain effective working relationships with City and government officials, staff, legislators, consultants, community leaders, residents, the media, and the general public
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques
- Effectively strategize and identify the best tactics and approaches for public relations in the areas of external and internal communications, community outreach, and marketing
- Recommend and implement goals, objectives, and practices for providing effective and efficient services
- Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations
- Plan, organize, schedule, assign, review, and evaluate the work of staff and contractors
- 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
- Assemble, organize and present technical, factual, and statistical information and data succinctly in an interesting and effective manner
- Respond to inquiries, complaints, and requests for information in a fair, tactful, and timely manner
- Communicate effectively, both orally and in writing, with a wide spectrum of people and organizations
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work

Education: Bachelor's degree from an accredited college or university in public administration, public relations, marketing, communications or other directly related field. A Master's degree in a related field is desirable.

Experience: Five (5) years of progressively responsible experience in public relations, communications, media relations, and marketing for a government agency, including at least two (2) years in a supervisory capacity.

License/Certificates: A valid California Class C driver license with an acceptable driving record required by time of appointment and throughout employment.

SPECIAL CONDITIONS

Employees regularly assigned/required to drive a city or personal vehicle in the course and scope of work shall be required to participate in the DMV Employer Pull Notice program.

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Public Employee Disaster Service Worker: In accordance with Government Code Section 3100, all Huntington Beach city employees are required to perform assigned disaster service worker duties in the event of an emergency or a disaster.

PHYSICAL TASKS AND ENVIRONMENTAL CONDITIONS

The incumbent must be able to meet the physical requirements of the class and have mobility, balance, coordination, vision, hearing and dexterity levels appropriate to the duties to be performed.

Work is performed primarily indoors. The incumbent sits for prolonged periods. Stands and walks to retrieve work files or to other departments or office locations. Leans, bends and stoops to perform work behind a desk or to retrieve information. Pushes, turns or twists to move chair or body from desk. Reaches to place or retrieve files or open file drawers or cabinets. Light grasping to hold a writing instrument or documents; firm grasping as needed to lift and carry work files or operate office equipment; finger dexterity to type on a computer keyboard. Requires vision to read correspondence, view various media and other information. Requires hearing and speech to communicate in person, before groups, and over the telephone. When work is performed outdoors or at events, there is full exposure to various weather conditions. May require walking on uneven ground and working around machinery, equipment, fumes, dirt and gas.

Reasonable accommodation(s) for an individual with a qualified disability will be considered on a case-by-case basis.

Drafted November, 2021