

**City of San Rafael
Job Class Specification**

Job Title: Assistant to the City Manager

SUMMARY

Provides staff level assistance to the City Manager and Deputy City Manager and acts as the City's Public Information Officer. Reports to the Deputy City Manager with on-going, regular interaction with the City Manager and Assistant City Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed while in other cases related duties may also be assigned.

- Assists or leads projects, tasks, and assignments that are priorities for the Mayor and City Council and the senior management staff.
- Serves as Public Information Officer, providing information to the public and interacting with media on issues pertaining to the functions and issues of the City.
- Acts as Public Information Officer support to the Mayor and Council. Responds to media and citizen inquires on behalf of the Mayor and Council as requested.
- Maintains positive working relationships with the members of the media.
- Answers inquiries or complaints from the public and other governmental agencies by providing superior customer service.
- Plans and coordinates press conferences.
- Prepares and distributes press releases and media advisories.
- Creates, produces, and edits City publications including a newsletter, annual report, and other informational publications. Suggests and implements new ideas for more effective communications.
- Creates and produces internal organizational newsletters or other required publications.
- Serves as the City's Web content reviewer, and provides guidance and direction to the City's Web Committee.
- May provide support to the City's labor negotiating team.
- Tracks the impact of State and Federal legislation on the City and makes recommendations regarding City positions. Acts as support to the Marin County Council of Mayors and Councilmembers for legislative issues as directed.
- Acts as staff support to the Mayor and City Council and City Manager on intergovernmental committees.
- Acts as staff to City Advisory Committees, as directed by senior management staff.
- Conducts research and analyzes a wide variety of technical and complex public policy and administrative issues.
- Prepares City Council agenda reports.
- Serves as staff liaison to local telecommunication agencies.
- Coordinates the public information functions of the City's Emergency Operation Center.
- Oversees the coordination and implementation of the City's volunteer program.
- Serves as a liaison to other organizations and entities to forward the goals of the City.
- Manages operating budget for City Manager's office.
- Performs related duties as required.

KNOWLEDGE OF:

- State legislative procedures.
- Communications strategies.
- Public relations and relationship building.
- Principles and practices of local government.
- Negotiations.
- Computer skills including graphics software.
- Municipal budgeting.

ABILITY TO:

- Communicate effectively both orally and in writing.
- Work in cooperatively with management, staff, and the public.
- Evaluate program policy and practice.

EDUCATION and/or EXPERIENCE:

Any combination of education and experience that demonstrates possession of the requisite knowledge, skill and abilities. A typical way to obtain these would be:

Equivalent to graduation from an accredited four-year college or university with major course work in public administration, business administration or a related field AND four years of progressively responsible related administrative or managerial experience, preferably in a municipal government environment.

Must have a valid driver's license.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk or hear. The employee frequently is required to use hands to finger, handle, or feel and reach with hands and arms. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly exposed to video display and regularly works in inside environmental conditions. The employee frequently works in evenings or weekends. The employee occasionally works with use of personal vehicle. The noise level in the work environment is usually moderate.

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