

CITY OF BEAVERTON
Strategic Initiatives and Communications Manager

General Summary

This is a single position classification, reporting to the Chief Administrative Officer (CAO), with responsibility to direct the implementation of city-wide strategic priorities as assigned by the Mayor and CAO.

Key Distinguishing Duties

Direct Mayor's Office staff, programs and operations related to government affairs, public information, public involvement, diversity and inclusion, visioning, and other areas as assigned. May serve as CAO in her/his absence.

Essential Functions

Depending upon assignment, the incumbent may perform a combination of some or all of the following duties, which are a representative sample of the level of work appropriate to this class.

1. Lead the development, planning and implementation of strategies and programs designed to deliver the strategic goals of the Mayor. Recommend strategies, policies and procedures necessary to support stated City goals and objectives.
2. Serve as project manager on major and/or complex initiatives and projects. Lead work teams, identify courses of action to most effectively achieve goals, make recommendations, and assign or communicate actions and activities to staff.
3. Direct the operations of assigned Mayor's Office programs, including staff supervision, budget planning and administration. Develop, review and approve work plans, procedures and reports. Set performance standards. Serve as a member of the City's senior management team. Evaluate performance and program effectiveness and take action for improvement as necessary. Authorize payments to contractors and consultants.
4. Provide direction to staff to ensure City goals and objectives are met. Develop and retain highly competent, customer service-oriented staff through selection, training, and day-to-day management practices. Respond to employee grievances and coordinate disciplinary processes as required by the collective bargaining agreement and City policy.
5. Represent the City in meetings with representatives from other jurisdictions and agencies, private sector organizations, community groups, and members of the general public to explain programs or project status, resolve problems, negotiate agreements, and study potential changes which impact the City.

6. Conduct research on issues and initiatives as assigned. Analyze findings and develop recommendations; prepare and present reports to a wide variety of groups, both internal and external to the City.
7. Exhibit leadership to staff, work teams and fellow employees. Serve as a model for accomplishing City's vision and goals. Create an environment in which employees are focused on producing excellent quality results.
8. Provide direction and set standards for excellent internal and external customer service. Promote professional and courteous behavior with a creative approach to problem resolution that creates a positive experience for the customer.
9. Represent the Mayor's Office and/or City to the public, in legal or administrative proceedings, to other organizations or entities and in other situations as required. Make presentations and provide comment and testimony. Advance and protect the interests of the City and its citizens in all matters.
10. Actively support job safety and loss control measures. Ensure employees are held to departmental safety and loss control standards.
11. Produce acceptable quantity and quality of work that is completed within established timelines.
12. Develop safe work habits and follow all required safety policies, procedures and techniques. Contribute to the safety of self, co-workers and the general public.
13. Follow standards as outlined in the Employee Handbook.
14. Participate in the City's Emergency Management program including classes, training sessions and emergency events.
15. Actively promote and support diversity in the workplace through staffing, promotions, training and career development. Model respect for diversity in the workplace.

Other Functions

1. Serve on or provide support to a variety of committees, task forces and advisory groups as necessary.
2. Perform related duties of a similar scope and nature.

Knowledge Required for Entry

- ◆ Expert knowledge of principles and practices of municipal government operations and public administration.
- ◆ Expert knowledge of strategic planning methods with an emphasis on services related to municipal government operations.
- ◆ Expert knowledge of public relations principles and practices.
- ◆ Expert knowledge of public engagement/outreach principles and practices.
- ◆ Advanced knowledge of principles and practices of intergovernmental affairs.

- ◆ Advanced knowledge of human resources management practices.
- ◆ Working knowledge of public purchasing and contracting laws and regulations

Skills/Abilities Required for Entry

- ◆ Conceptual analysis and complex policy/program development and implementation.
- ◆ Successfully manage the operations and budget of a department.
- ◆ Productively manage and/or participate on a team and in a team environment including the ability to develop a team approach to producing high quality results.
- ◆ Effectively manage multiple programs and a staff including hiring, training, coaching, disciplinary action, performance management and termination.
- ◆ Demonstrate leadership behavior to employees, contractors, public officials, other agencies, customers and the general public.
- ◆ Build consensus on complex and comprehensive issues.
- ◆ Establish and maintain effective working relationships with employees, contractors, other agencies, public officials and the general public.
- ◆ Apply and coach employees on excellent internal and external customer service skills.
- ◆ Communicate effectively both verbally and in writing with diverse customers, employees, contractors, other agencies, public officials and the general public.
- ◆ Use word processing and spreadsheet programs and other software applications as required for position; effectively use a keyboard or similar device.
- ◆ Operate a motor vehicle on public roads and meet the City's driving standards.
- ◆ Regular, punctual attendance at assigned work location.

Minimum Qualifications Required for Entry

Bachelor's degree in management, business/public administration or related field and 7 years' experience managing public sector programs, including five years in a supervisory or management role; or an equivalent combination of education and experience enabling the incumbent to perform the essential functions of the position.

Working Conditions

Deal with difficult or upset individuals on a regular basis. Attend meetings or activities outside of normal working hours on a regular basis. Travel to off-site meetings and events on a regular basis. Occasional overnight travel.

Classification History

Created: February 2014

Status: M2

FLSA: Exempt

Department Head Signature

Human Resources Signature

Date

Date