

COMMUNICATION AND ENGAGEMENT MANGER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under direction, to provide professional and analytical support on governmental relations and legislative program matters of mutual interest, acting as a liaison between the City of Oceanside and other agencies, governmental jurisdictions, consultants, and private sector enterprises.

This classification is responsible for developing, implementing, and managing strategic communications and public information initiatives on behalf of the city. This position ensures consistent, transparent, and timely messaging to the public, media, and internal stakeholders, enhancing civic engagement and public trust in local government. An incumbent in this classification works as part of the City's centralized team in support of all departments throughout the City.

CLASS CHARACTERISTICS

This mid-management classification fosters and maintains strategic relationships with federal, state, and local government officials on matters related to governmental relations and legislation pertinent to the City of Oceanside. The Communication and Engagement Manager monitors, reviews, analyzes, and prepares recommendations in response to complex and relevant local, state, and federal legislation, as well as actions taken at these levels of government.

This position plans, organizes, directs, and manages the activities of the Communication Division within the City Manager's Office. Responsibilities include overseeing media relations, marketing, and internal and external communications; developing and executing strategic programs that shape the City's image and recognition through both short- and long-term communications and marketing strategies; and administering and managing the ongoing development of integrated marketing programs that leverage the City's unique assets.

The Communication and Engagement Manager works collaboratively with City departments to promote initiatives and enhance the City's image, while providing highly responsible strategic support to the City Manager and the Executive Team.

EXAMPLES OF DUTIES - *Examples of duties performed by employees in this class may not include all required duties, nor are all listed tasks necessarily performed by everyone in this class.*

Monitor, identify, review, and analyze public policy issues and proposed or pending legislation at the local, state, and federal levels; evaluate potential impacts on City operations, policies, programs, funding eligibility, and regulatory compliance for the City of Oceanside.

Establish and coordinate legislative priorities in collaboration with the City Manager and City Council; assist in the development and implementation of the City's legislative agenda.

Collaborate with City departments to identify policy needs, develop legislative recommendations, and coordinate responses to legislative proposals and regulatory changes.

Conduct research and analysis related to legislation, public policy, and regulatory matters; prepare executive summaries, reports, and recommendations for elected officials and executive leadership.

Draft correspondence, position papers, fact sheets, talking points, and advocacy materials to communicate and support the City's position on legislative and policy matters.

Prepare presentations and briefings for the City Council and executive leadership regarding legislative issues requiring policy direction or action.

Identify and coordinate legislative proposals, grant opportunities, and governmental funding initiatives; support departments in securing local, state, and federal funding.

Serve as a liaison between the City and external agencies, governmental jurisdictions, elected officials, consultants, community organizations, and private sector stakeholders regarding public policy and legislative matters.

Provide information, both orally and in writing, to governmental agencies, community groups, and other stakeholders regarding City programs, policies, and legislative activities.

Build and maintain cooperative working relationships with local officials, legislators, City staff, community organizations, and the public.

Plan, develop, and implement comprehensive communications strategies, policies, and procedures related to marketing, media relations, social media, internal communications, and public engagement that align with the City's goals and priorities.

Establish and execute short- and long-term community engagement and marketing strategies to promote the City's programs, services, and overall image locally, regionally, and nationally.

Serve as the City's primary point of contact in response to media inquiries, coordinate press releases, briefings, public statements, and other communications.

Manage the City's digital communications platforms, including its primary website, social media channels, email newsletters, and emergency notification systems; coordinate multimedia and video production activities.

Monitor public perception and media coverage of City activities using data analytics and feedback tools; evaluate communication strategies and recommend improvements based on measurable outcomes.

Provide strategic communications counsel to the City Manager, Executive Team, and departments, particularly regarding highly visible, politically sensitive, or complex public issues.

Serve as the City's Public Information Officer within the Emergency Operations Center and coordinate crisis and emergency communications in collaboration with public safety and emergency management personnel.

Write and edit a variety of communications materials including speeches, newsletters, reports, articles, talking points, op-eds, and internal communications.

Coordinate outreach and engagement efforts with community organizations, businesses, and external partners to support public information and promotional initiatives.

Provide communication training, guidance, and support to City departments to ensure consistent messaging and adherence to branding standards.

Oversee the development and implementation of City branding guidelines and visual identity standards.

Develop and administer the division budget; prepare cost estimates and budget recommendations; monitor expenditures; and recommend purchases and contractual services.

Evaluate the effectiveness and return on investment of contracted services and communication initiatives; recommend improvements or adjustments to partnerships and strategies.

Identify opportunities to improve service delivery, communication practices, and operational efficiency; monitor industry trends and recommend innovative practices applicable to City operations.

Perform other duties of a similar nature or level as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

- Principles and practices of public administration and municipal government operations.
- Local, state, and federal legislative and administrative processes.
- Applicable federal, state, and local laws, regulations, court decisions, and legislative guidelines affecting municipal operations.
- Operations, services, and organizational structure of a municipal government.
- Principles, practices, and trends in communications, marketing, advertising, and public relations across multiple media platforms, including radio, television, print, digital advertising, social media, video production, and web-based communications tools.
- Media relations practices and the dynamics of local, regional, and digital media environments.
- Communication technologies, methods, and tools used for public engagement, public information dissemination, and media interaction.
- Public opinion research methods and the use of marketing and analytics tools to evaluate communication effectiveness.
- Methods and techniques of research, data collection, statistical analysis, and report preparation and presentation.
- Principles and applications of critical thinking, policy analysis, and strategic decision-making.
- Advanced business writing techniques, including preparation of reports, correspondence, and professional communications.
- Project management principles and practices.

- Strategic planning and business planning principles and practices.
- Budget development, administration, and fiscal management principles.
- Negotiation techniques, contract administration, and vendor management.
- Principles and practices of effective supervision, staff training, and performance management.
- Office procedures, methods, and equipment, including computers and applicable software applications such as word processing, spreadsheets, databases, and other communication technologies.

Ability to:

- Manage crisis communications and address sensitive or politically complex issues with professionalism, diplomacy, and sound judgment.
- Demonstrate exceptional written, verbal, and interpersonal communication skills.
- Use communication and design technologies effectively, including content management systems, social media platforms, design software (e.g., Canva, Adobe InDesign, and Premiere), and Microsoft Office applications.
- Monitor, supervise, and evaluate employee performance; prioritize and assign work; and support staff development and training.
- Plan, coordinate, and manage multiple projects simultaneously while meeting deadlines and organizational priorities.
- Develop, implement, and monitor departmental programs, services, and work plans.
- Analyze data, evaluate trends and best practices, and develop policy recommendations.
- Develop, administer, and monitor program or departmental budgets.
- Analyze complex problems, identify alternative solutions, evaluate potential outcomes, and implement effective recommendations.
- Interpret and apply policies, procedures, laws, and regulations relevant to municipal operations.
- Respond effectively to changing priorities, emerging issues, and community needs.
- Prepare and deliver clear and effective presentations to diverse audiences, including elected officials, staff, and the public.
- Conduct research and prepare comprehensive reports, summaries, and policy analyses.
- Communicate complex information in a clear, concise, and logical manner to both technical and non-technical audiences.
- Establish and maintain effective working relationships with City staff, elected officials, community organizations, media representatives, and the public.
- Operate computers and relevant software applications related to communications, data analysis, and administrative work.

Experience and Training

Experience: Five years of progressively responsible professional level experience performing legislative and public policy review and analysis, preferably in a local government or similar setting. Experience should include at least four years of experience performing professional-level work in the field of governmental relations, legislative affairs, and/or community relations.

Training: Equivalent to a Bachelor's degree from an accredited college or university with major work in public relations, public or business administration, communications, marketing or a closely related field. An advanced degree in a related field is highly desirable.

License, Certificates:

- Possession of or ability to obtain a valid California Class C Driver's License.

WORKING CONDITIONS

Environmental Conditions: Work is performed primarily in an office and field environment with some travel to attend meetings, interact with media and community; occasional work in inclement weather and in emergency environment; irregular work hours; exposure to computer screens and other media equipment.

Physical Conditions: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach and twist; to lift, carry push and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and operate media equipment.

SPECIAL REQUIREMENTS

May be required to work holidays, nights, weekends, a thorough background investigation which may include a psychological and polygraph exam; medical examination which may include drug screening.