

CITY CLERK/PUBLIC INFORMATION OFFICER

DEFINITION

To plan, organize, direct and coordinate the activities of the City Clerk's Office within the City Manager's Office including maintenance and retrieval systems for official records and documents; to serve as the City's Elections Officer; to coordinate and serve as liaison between members of the City Council and the public and to coordinate activities with other departments, divisions and outside agencies; perform professional public communication duties to coordinate and disseminate information to the public and media; to serve as the City's Public Information Officer; and to provide highly complex staff assistance to the City Manager, City Attorney, Mayor and members of the City Council.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the City Manager and receives functional direction from the Mayor and members of the City Council.

Exercises direct supervision over assigned administrative and clerical staff.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Develop and implement goals, objectives, policies and procedures of the City Clerk's office.

Plan, organize and direct the maintenance and retrieval systems for official comprehensive records and documents; provide administrative support to the City Manager, City Attorney and City Council, and as needed to Department Heads; coordinate and serve as liaison between members of the City Council and the public and to coordinate activities with other departments, divisions and outside agencies; ensure deadlines are met.

Serve as the City's Elections Officer; administer general and special elections; oversee the issuing and verification of nomination papers; provide information to candidates; and ensure timely filings as required by the Elections Code; oversee maintaining web pages for elections and other special purposes.

Serve as the compliance officer for federal, state and local statutes including the Political Reform Act (FPPC), the Brown Act and the Public Records Act; perform required duties under the City's Emergency Operations Plan; act as filing officer for filings and conflict of interest statements as required by FPPC and the Local Conflict of Interest Code.

Direct, oversee and participate in the development of the City Clerk's office work plan; oversee coordination of departmental activities with other City departments and agencies as required; assign work activities, projects, and programs; monitor workflow; review and evaluate work products, methods and procedures.

Prepare the City Clerk's office budget; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer the approved budget.

Recommend the appointment of personnel; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures as required; maintain discipline and high standards necessary for the efficient and professional operation of the department.

Represent the division and department to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Research and prepare technical and administrative reports; proofread and ensure accuracy, timeliness, proper English and formatting; prepare written correspondence; prepare, review and present staff reports.

Accurately record actions of the City Council, Redevelopment Agency, Healdsburg Public Improvement Corporation, and Healdsburg Public Financing Authority; communicate information to the public regarding Council items prior to and following meetings; provide an index to legislative activities; provide administrative support to the Oversight Board, to the Redevelopment Successor Agency and other elected bodies.

Administer and maintain the City wide records management function including management and protection of confidential and complex data; prepare City Council agendas and agenda packets for distribution in compliance with the Brown Act; serve as custodian of the City Seal and official City records including resolutions, ordinances, deeds, professional services agreements and historical records and related records; process and oversee subpoenas, legal and public notices and requests for records and responses to all records requests and subpoenas with the exception of police records.

Attend and record the proceedings of all City Council meetings; prepare City Council meeting minutes; follow up on actions taken by the City Council such as finalizing minutes, resolutions and ordinances for Mayor's signature; ensure timeliness and deadlines are met; process contracts for execution; publish notices and summaries of ordinances adopted; process ordinances for codification; maintain index of legislative actions as required.

Administer and enforce the Local Conflict of Interest Code and oversee compliance with the Political Reform Act; provide notary services for City business and the public as needed.

Coordinate and perform professional public communication duties to facilitate City activities involving the coordination and dissemination of information to public and media; develop methods and techniques for accomplishing improved communication between the City and general community.

Develop and utilize communication strategies to inform and promote City activities, both

internally and externally, including in print, on Website, Intranet, and in social media; create and write daily content regarding City news and events.

Serve as the City's Public Information Officer and lead crisis communications efforts in emergency situations.

Maintain a strong working knowledge of ongoing projects and programs across the organization in order to best coordinate and support citywide communications efforts.

Prepare internal and external newsletters both paper and electronic, including to write, edit, layout, arrange photograph placement, and schedule and coordinate the printing and distribution; oversee and produce video programming; write speeches and thought-leadership articles, and develop talking points for City staff and officials regarding programs, services and topics of community interest.

Respond to public, radio, television, print media and other electronic media and forums with information about programs and services as well as unusual circumstances/situations of immediate public interest; may act as the City's media representative and spokesperson.

Plan and support meetings and events that facilitate dissemination and sharing of information between the City and the community.

Partner with external stakeholders and organizations to build strong working relationships between the City, residents, nonprofit organization, and the business community.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Foster an environment that embraces diversity, integrity, trust, and respect.

Be an integral team player, which involves flexibility, cooperation, and communication.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Administrative principles and methods including goal setting, program development and implementation and budgeting.

Principles and practices of municipal administrative clerical procedures and records management.

Principles and practices of leadership, motivation, team building and conflict resolution.

Methods and procedures to utilize computer applications and technology related to the work, including but not limited to, web design and maintenance, presentation software, and image editing software.

Methods and techniques of clear, concise and accurate oral and written communications.

Pertinent local, state and federal rules, regulations and laws.

Modern office procedures and computer equipment.

Principles and practices of organizational analysis and management.

Budgeting procedures and techniques.

Principles and practices of supervision, training and personnel management.

Ability to:

Organize and direct the City Clerk's office operations.

On a continuous basis, analyze budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; problem solve department related issues; remember various rules and procedures; and explain and interpret policy.

On a continuous basis, sit at desk and in meetings for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Develop and manage complex communication projects in support of City operations and the strategic plan.

Effectively prepare and deliver oral presentations and compose clear and organized correspondence, reports, press releases, proclamations, speeches, thought-leadership articles and other written materials.

Effectively represent the City with governmental agencies, news media, community groups, employee groups, and various business and professional organizations.

Communicate technical information including complex rules, regulations, legislation, and laws in a manner that is appropriate for the intended audience.

Use sound judgment in recognizing scope of authority.

Gain cooperation through discussion and persuasion.

Interpret and apply City and department policies, procedures, rules and regulations.

Supervise, train and evaluate personnel.

Establish and maintain effective working relationships with those contacted in the course of work.

Work with various cultural and ethnic groups in a tactful and effective manner.

Communicate clearly and concisely, both orally and in writing.

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience:

Five years of increasingly responsible administrative office experience, including two years of supervisory responsibility.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in public administration, business, supervision or a related field. A Master's degree is preferred.

License and Certificate

Failure to obtain or maintain such required license(s) may be cause for disciplinary action.

Possession of a valid California Class C Driver License may be required at the time of appointment. Individuals who do not meet this requirement due to a physical disability will be considered for accommodation on a case-by-case basis.

Possession of, or ability to obtain, an International Institute of Municipal Clerks designation as a Certified Municipal Clerk or Master Municipal Clerk is highly desirable.

Must obtain Notary within six months.