

RESOLUTION NO 2020-16

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BRISBANE
AMENDING RESOLUTION 2001-11 TO INCLUDE THE CLASSIFICATIONS OF
COMMUNICATIONS MANAGER AND SUSTAINABILITY MANAGER IN THE CLASS
SPECIFICATION MANUAL**

WHEREAS, on February 13, 2001, the City Council approved Resolution 2001-11 establishing the Classifications and Pay Plan and approving the class descriptions included in Exhibit A of said resolution for development of the Class Specification Manual; and

WHEREAS, the City Manager has established the need for the new classifications of Communications Manager and Sustainability Manager; and

WHEREAS, the class descriptions for Communications Manager and Sustainability Manager were developed in cooperation with and has been approved by the City Manager; and

WHEREAS, this newly developed class descriptions for Communications Manager and Sustainability Manager meet the requirements established Rule 6.02b of the City of Brisbane Personnel Rules and Regulations for the Class Specification Manual.

NOW, THEREFORE, the City Council of the City of Brisbane resolves as follows:

The class descriptions for the classifications of Communications Manager and Sustainability Manager in Exhibit A is approved for inclusion in the Class Specification Manual.

Terry O'Connell, Mayor

I hereby certify that the foregoing Resolution No. 2020-16 was duly and regularly adopted at a regular meeting of the Brisbane City Council on February 20, 2020, by the following vote:

Ayes:

Noes:

Absent:

Abstain:

Ingrid Padilla, City Clerk

EXHIBIT A

CITY OF BRISBANE

COMMUNICATIONS MANAGER

Definition

Leads, develops and implements strategic communications activities in order to improve and strengthen communication and engagement with the City's community members; performs public relations activities, media relations and general communication regarding events, operations, and programs of the City; coordinates related projects involving complex community and interdepartmental issues, as assigned; leads efforts to strengthen and expand online and social media presence.

Class Characteristics

This is a professional-level position in which the incumbents perform routine, difficult and complex administrative and technical work where assignments are subject to infrequent review while work is in progress and upon completion. This position uses independent judgment and analytical abilities, which require sound grounding in municipal government and/or assigned program area fundamentals, as well as the ability to independently solve problems of moderate difficulty. Strong written, verbal, interpersonal and human relations skills are essential for incumbents assigned to this classification. This position regularly performs routine and specialized day-to-day department office support work. The incumbent may be responsible for overseeing and directing support staff.

Supervision Received and Exercised

Receives direction from the Administrative Services Director/Deputy City Manager and/or the City Manager.

May provide technical and/or functional oversight to administrative support staff.

Examples of Important and Essential Duties - *the duties described below are provided as examples and are not to be considered as exclusive or all inclusive:*

- Performs public relations and communication activities; determines need for informational and promotional materials and the most effective way to disseminate information to target audiences; researches, prepares, edits, and disseminates public information, news releases, promotional flyers, a newsletter and brochures.
- Serves as a spokesperson and representative for the City Manager and City Council, answering inquiries from the community, media, organizations, etc.
- Leads the City's social media efforts and cross-departmental social media team; monitors City social media feeds and responds as appropriate; posts information on the City-administered platforms.
- Builds and manages the City's press relationships to ensure accurate coverage of events, programs and activities; maintains regular media contacts and keeps them informed of issues and events of importance to the City and citizens.
- Develops and participates in special events.
- Leads fundraising efforts for various donor oriented projects.
- Creates and edits Council Members' articles, talking points for special events, State of the City address and presentation slides.
- Conducts special projects or assists departments at City Manager's request.
- Provides public relations by working with and providing outreach to schools, non-profit organizations, citizens, and community groups.
- Analyzes programs and the needs of residents, now and in the future, using a variety of methods to reach population groups that may need assistance in connecting with City services and programs.

- Manages contracts for the City's public access television channel and website.
- Works with a contractor and other city staff to prepare layout and content for the City newsletter, marketing materials, and City website.
- Manages the City's website including content strategy, integrated messaging, creative direction and analytics; coordinates and/or conducts staff trainings for website editors.
- Solicits and responds to citizen concerns; responds to and resolves citizen inquiries and complaints; follows-up with department staff to ensure prompt resolution.
- Develops, recommends and administers policies and procedures.
- Attends and participates in meetings; represents the City in professional organizations and regional networks.
- Stays abreast of new trends and innovations in the field of community relations, including operations and technology; evaluates the impact of new developments and recommends improvements to existing programs and procedures.

Qualifications

Knowledge of:

- Principles, practices, and techniques of public information, media, marketing and public relations applicable to a variety of city administration functional areas.
- Principles and techniques of professional writing including English grammar, spelling and punctuation.
- Business letter and report writing and the standard format for reports and correspondence.
- Laws, regulations, municipal codes, ordinances, and resolutions relating to various city administration functions.
- Principles, practices, concepts, functions and activities of city administration.
- Office administrative practices and procedures, including the use of office equipment and of Microsoft Office and web-based applications and management.
- Records management principles and practices.
- Principles of outreach strategies and technologies, including social media and other web-based communication tools and technologies.
- Problem resolution methods.
- Techniques for dealing effectively with the public and City staff, in person and over the telephone.

Skill to:

- Operate a variety of office equipment including computers and peripheral equipment.
- Perform Word processing and database management with speed and accuracy.
- Use office automation and software applications to facilitate public relations activities.

Ability to:

- Acquire a thorough knowledge of policies and regulations related to department functions, the City, and other applicable agencies.
- Provide accurate interpretations of policies and regulations.
- Manage communications, media relations and marketing programs.
- Coordinate interdepartmental communication to ensure consistency of messages.
- Prepare a variety of reports and analyses, which are written clearly, concisely, and accurately.
- Analyze and interpret a variety of municipal programs.
- Establish, maintain, and research City and department files.
- Develop written presentations and reports, which include drawing conclusions and making recommendations.
- Establish and maintain effective working relationships with, employees, City officials, public officials, vendors, the press, contractors, and the general public.

- Understand and follow directions.
- Organize own work and set priorities, effectively multi-tasking and meeting critical deadlines.
- Accomplish work with a minimum of supervision and with only general direction.
- Maintain confidentiality of sensitive information and records.
- Assist directing the work of others on a project or day-to-day basis; train others in work procedures.
- Deal courteously, effectively and tactfully with the general public and outside organizations and groups.
- Communicate effectively both orally and in writing; accurately and effectively explain programs, policies and procedures.
- Make effective presentations to groups.
- Prepare, administer and promote public announcements, and press releases.

Education and Experience: *Any combination of experience and education that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:*

Education: Possession of a Bachelor's degree from an accredited college or university with major course works in Public Administration, Economics, Business Administration, Political Science, Public Policy, or closely related field. Masters in Public Administration or Business Administration is desirable.

Experience: Three years progressively responsible full-time experience in journalism, public relations or public information. Additional experience in a professional or support capacity in a government department may be substituted for the required education on a year-for-year basis.

Licenses: Possession of or the ability to obtain an appropriate, valid California driver's license, and have a satisfactory driving record or ability to travel from one location to another for meetings.

Working Conditions: Work in a standard office environment, and in the field at times to conduct media relations. Maintain a neat and clean appearance; work protracted and irregular hours and evening meetings or off-shift work for meeting attendance or participation in specific projects or programs; available for evening meetings.

Physical Demands: Able to use standard office equipment, including a computer; sit, stand, walk, and maintain sustained posture in a seated or standing positions for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person, over the telephone, and to make presentations; move 35 pound boxes, files, and materials.

Approved Date:
Resolution:

Revised Date:
Resolution:

Bargaining Unit: Mid-Management/Professional Employees
Resolution:

Former Titles:

Abolished:

CITY OF BRISBANE

SUSTAINABILITY MANAGER

Definition

Develops implements and manages major sustainability initiatives with a high degree of visibility and citywide impact. This position must exercise substantial innovation and leadership in developing and managing programs or projects. Establishes and executes a sustainability strategy and performance metrics by integrating sustainability into long-range planning and ongoing operations to improve outcomes; performs a wide variety of administrative, technical and professional work in analyzing and administering the City's sustainability initiatives that may include their budget development, administration and fiscal reporting, citizen engagement and community outreach, development and administration of contractual agreements, leases and grants, evaluation and development of policies and procedures, and management of department specific programs and functions.

Class Characteristics

This is a professional-level position with broad responsibility for management of City-wide sustainability initiatives. The incumbent performs administrative and technical work where assignments are subject to infrequent review while work is in progress and upon completion. This position uses independent judgment and analytical abilities, which require sound grounding in municipal and state government requirements. Strong written, verbal, interpersonal and human relations skills are essential for incumbents assigned to this classification and the ability to facilitate cross department collaboration.

Supervision Received and Exercised

Receives direction from the Director of Public Works or her/his designee.

May provide supervision and direction to a small staff.

Examples of Important and Essential Duties - *the duties described below are provided as examples and are not to be considered as exclusive or all inclusive:*

- Directs plans, organizes and provides input on day-to-day sustainability activities to meet state and local climate and environmental goals.
- Develop and implement Climate Action and Adaptation Plans for the City, including implementation plans for the near, mid and long-term municipal and community-wide measures as defined in the City's current Climate Action Plan (CAP) and future plan updates, and implement measures in partnership with staff.
- Conducts a variety of analytical and operational studies on a broad range of sustainability topics including greenhouse gas emissions, utilities (energy, water), environmental impact (waste, materials) and/or Climate Action Plan related initiatives. Evaluates alternatives; makes recommendations; implements procedural, administrative and/or operational changes; identifies and resolves problems and potential problems taking appropriate action to remedy situations; maintains records related to data.
- Attends Open Space and Ecology Committee and other designated citizen advisory committee meetings as a staff advisor, prepares agendas and minutes, and coordinates production and presentation of meetings for cable TV channel as needed.
- Interprets and applies pertinent federal, state and local laws, codes and regulations and City policies and procedures; collects, evaluates and interprets complex information and data.
- Oversees grants, agreements and consultant and other contracts as they relate to CAP implementation.
- Prepares CAP updates to achieve greenhouse gas reduction goals in partnership with staff and community.

- Researches and pursues funding opportunities, city recognition awards, partnerships, and donations and grants to expand programs.
- Coordinates and tracks operational programs including energy, waste management, recycling, resource efficiency, greenhouse gas reporting / reductions, transportation, facilities, biodiversity and design for environment.
- Leads Climate Action Plan tied outreach; Participates in internal Social Media Users Group to coordinate and access campaign, branding, and technology tools envisioned through this team.
- Integrates community based social media marketing strategies to drive climate action behavior change efforts across all relevant sectors; defines and explains technical information to a variety of audiences; Independently prepares correspondence and memoranda.
- Works with department managers to design strategies on citizen engagement and community outreach efforts.
- Plans, coordinates, and leads aligned community events including workshops, trainings, presentations, meetings, habitat restoration days, festivals, etc.
- Provides education to raise community and City staff awareness, clarify regulatory requirements and advance behavior change to promote sustainability initiatives.
- Interprets rules, regulations, laws and policies relating to department programs and projects; answers requests for information from internal and external customers.
- Represents the City in regional and state collaborative climate and sustainability forums, including but not limited to RICAPS (Regionally Integrated Climate Action Planning Suite), San Mateo County Climate Ready Collaborative, Bay Area Renewable Energy Network (BayREN), Bay Area Climate Adaptation Network (BayCAN), and other professional group meetings and committees.
- Prepares, reviews, and provides input on the division's annual operating budget.
- Serves as a liaison to City departments, the public and outside agencies regarding environmental issues and policies; develops and conducts training on environmental topics for City staff; oversees the development, planning, and creation of materials for public education, information, and outreach programs regarding environmental sustainability.
- Stays abreast of new trends and innovations in the field of environmental programs; researches emerging products and enhancements and their applicability to City needs.

Qualifications

Knowledge of:

- Principles, practices, and techniques of conservation, source reduction, pollution prevention, energy efficiency, climate protection, greenhouse gas emissions reductions, recycling and other environmental issues in a public agency setting.
- Principles, practices, and techniques of public administration applicable to a variety of City administration functional areas.
- Policies and regulations related to department functions, the City, and other applicable agencies.
- Laws, regulations, municipal codes, ordinances, and resolutions relating to various City administration functions.
- Methods for strategic planning, monitoring, communication and support of pilot programs and projects needed to meet the goals and objectives the Sustainability Plan in compliance with the City policy, state regulations and other commitments.
- Principles, methods and techniques of advance research and data analysis related to climate change science and associated mitigation and adaptation strategies
- Standard office administrative practices and procedures, including the use of standard office equipment.
- Business letter and report writing and the standard format for reports and correspondence.

- Computer applications related to work, including spreadsheet, word processing, and database applications.
- Records management principles and practices.
- Techniques for dealing effectively with the public and City staff, in person and over the telephone.
- Problem resolution methods.
- Principles of management, supervision, training, and employee development.

Skill to:

- Operate a variety of office equipment including computers and peripheral equipment.

Ability to:

- Research, analyze, evaluate and make recommendations for improvements in operations, systems and procedures related to sustainability initiatives, and administrative and procedural problems.
- Analyze a variety of sources for relevant information and provide accurate interpretations of policies and regulations.
- Prepare a variety of clear, concise and accurate reports, presentations and analyses, which include drawing logical conclusions and recommending effective courses of action.
- Establish, maintain, and research department files and records. Maintain confidentiality of sensitive information and records.
- Organize own work, set priorities, meet critical deadlines and follow-up on assignments with a minimum of direction.
- Assist directing the work of others on a project or day-to-day basis; train others in work procedures.
- Establish and maintain effective working relationships with employees, City officials, public officials, vendors, contractors, and the general public; exercise a high degree of interpersonal skills in dealing with a variety of managers and support staff.
- Represent the City and the department effectively in contacts with representatives of other agencies, City departments, public officials and the public.

Education and Experience: *Any combination of experience and education that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:*

Education: Possession of a Bachelor's degree from an accredited college or university with major course work in Public Administration, Environmental Science, Management, or Policy, environmental or climate science, environmental engineering, urban planning, or a related field. Master's Degree is preferred.

Experience: Five years of increasingly responsible administrative management experience in research, program oversight, project management, policy analysis or division management related to climate change, sustainability, resource conservation, and/or environmental program coordination. Public sector climate action plan analysis is desirable.

Licenses: Possession of or the ability to obtain an appropriate, valid California driver's license, and have a satisfactory driving record.

Working Conditions: Work in a standard office environment, and in the field at times to conduct recruitment, testing, training, and benefits administration. The ability to travel from different sites and locations; maintain a neat and clean appearance; work protracted and irregular hours and evening meetings or off-shift work for meeting attendance or participation in specific projects or programs; available for evening meetings.

Physical Demands: Able to use standard office equipment, including a computer; sit, stand, and maintain sustained posture in a seated or standing positions for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person, over the telephone, and to make presentations; move 35 pound boxes, files, and materials.

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