CITY OF SANTA CRUZ
ASSISTANT TO THE CITY MANAGER

Reports to: **City Manager**
Supervises: **May supervise administrative or clerical staff**
Bargaining Unit: **Mid-Management Association**

BASIC FUNCTION:
Under general direction of the City Manager and Assistant City Manager, performs a variety of complex policy, project and program analysis and management; provides primary analytical support for the Mayor and City Council; coordinates internal and external communications; assists in the management the City Manager's Office initiatives; and participates in the development, implementation and administration of citywide policies, procedures and programs.

TYPICAL DUTIES: (May include, but are not limited to, those duties listed below).

- Conducts complex and sensitive administrative, operational and management analyses, studies and research projects utilizing statistical, financial and/or organizational data on specialized topics such as citywide and emerging local government issues and ultimately translating this work into viable recommendations to the City Manager or City Council.
- Assists in the innovation, implementation and monitoring of goals, objectives, policies, priorities and procedures for continued organizational excellence.
- Provides analytical support for high-level City Council requests.
- Provides staff support to City Council subcommittees and City Council advisory bodies.
- Represents the City in the community and at professional meetings, as required.
- Assists in the coordination of activities in the City Manager's Office, with City departments and with external agencies.
- Prepares reports and special documents and makes presentations to the City Council.
- Coordinates the dissemination of information for the public and City employees, prepares and circulates information directly to the public and City staff such as press releases, newsletters, reports, statistics and other special municipal reports and internal employee publications, including use of the City's website. May serve as an on-the-record media contact.
- Evaluates and manages the City's engagement with new, evolving forms of media.
- Participates in developing and monitoring the City's strategic plans and integration with the annual budget preparation process.
- Tracks State and Federal legislation, assists in the evaluation of proposed legislation to determine the potential impact to the City, prepares letters, statements and other lobbying efforts on behalf of the City.

- Assists the City Council in its intergovernmental relations and acts as liaison with other governmental jurisdictions, as needed.
- Provides formal and functional supervision to subordinate staff members, as assigned.
- Manages specific programs/projects.
- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS:

Knowledge:
- Principles and practices of public administration.
- City government structure and processes and the functions of the City Manager's Office.
- Principles and practices of communications and public information dissemination.
- Principles and practices of supervision, training and performance evaluation.
- Principles and practices of budget/fiscal and operations analysis.
- Principles and Practices of State and Federal legislative processes.
- Modern office procedures including computer equipment and software: basic word processing, spreadsheets and data management.
- Emerging new media and other avenues for internal/external communication.

Abilities:
- Provide high-level assistance to the City Manager and City Council in the management and administration of City services.
- Independently manage an assigned project through its full cycle: research, interpret and analyze appropriate information and data; translate into sound recommendations with deference to overarching budgetary, legal, management and organizational considerations; and, present the recommendations accurately in oral and written forms.
- Communicate strategically and effectively and produce lucid, concise documents.
- Independently manage and prioritize workload, demands and time.
- Use initiative and judgment within established guidelines.
- Maintain effective working relationships and represent the City professionally.
- Develop and implement effective City organizational policies and procedures.
- Train, supervise and evaluate staff.
- Manage complex projects and programs.
- Communicate with excellence and effectiveness, orally and in writing.
- Perform responsible and difficult professional analytical and administrative duties involving the use of independent judgment and personal initiative.
- Employ creativity and innovation in addressing current and forecasted challenges.
- Make oral presentations at large and small, formal and informal meetings.
- Effectively utilize computers and emerging technologies.
- Perform basic statistical analysis and prepare generally accessible summary documents.

EDUCATION AND EXPERIENCE

Any combination of education and experience that provides the above knowledge, skills and abilities combined with any required licenses is qualifying. A typical way to obtain the required qualifications is to possess the equivalent of the following:

• Bachelor's degree from an accredited college or university in business, public administration, public policy or a related field and,

• Five years of responsible management experience with some lead responsibility.

LICENSES/CERTIFICATES

Possession of a valid California driver's license at date of hire and a safe driving record; or ability to provide suitable transportation which is approved by the appointing authority.

Classification No.:
Date of Issue: 1/11
Supersedes: NEW

Career Ladder

Assistant to the City Manager
Principal Management Analyst
Management Analyst