

TOWN OF PORTOLA VALLEY
COMMUNICATIONS & COMMUNITY ENGAGEMENT ANALYST
(Classification: Administrative Management Analyst)

*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.*

SUMMARY DESCRIPTION

Under general supervision from the Assistant to the Town Manager, the Communications & Community Engagement Analyst is responsible for the development and execution of the Town's strategic communications plan. The Communications Analyst will lead and develop strategic communications activities that will engage the community in key Town initiatives and events. The Communications Analyst will provide timely, transparent and proactive information to the public; enhance the visibility of the Town Council's priorities, key messages, and programs; establish and promote the Town of Portola Valley's identity, and enable meaningful community engagement in the public process.

The Communications Analyst will be responsible for managing and developing the Town's varied and integrated communications products and services including annual reports, newsletters, flyers, banners and other print publications; the Town website, e-notices and other online communications; social media, traditional media and public relations, as well as marketing. The position also coordinates related projects involving complex community and cross-departmental issues as assigned, and leads the Town's efforts to strengthen and expand its online and social media presence. The Communications Analyst will liaise with Town Committees and support Committee and Town-sponsored events and activities

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

Key responsibilities include, but are not limited to:

Communications:

- Working with the Assistant to the Town Manager and Town Manager, develop and implement a strategic communications plan to advance the Town's identity and broaden awareness of its programs, priorities and accomplishments; Ensure communication strategies are consistent with the Town Council's priorities.
- Assist in the development of the Town's branding and marketing to create a cohesive and consistent look and identity for the Town; create a style guide for staff use; establish policy for staff communications to public.
- Develop and oversee mechanisms to measure the success and continuously improve the quality of the Town's communications. Provide the Town Manager with regular, statistical reports on engagement with online channels.
- Develop and implement a variety of outreach activities and communications methods to educate, inform and engage the public and foster public awareness of available services; develop and utilize specific outreach strategies to reach population groups that may need assistance in connecting with Town services and programs; develop calendar of outreach for Town communications.
- Create, develop, order and disseminate all print communications (including all flyers, banners, postcards, etc.) and all electronic communications (including the Town's website, e-Notices, community listservs, social media and new media); take photos and develop any graphics, concepts and slogans as needed to develop communications; manage relationships with associated vendors.
- Work closely with Town staff, senior staff and committee members to develop appropriate and engaging content; assist in transforming content and reports related to their department/committee objectives into a digestible an engaging format for the public. Anticipate and identify challenges and emerging issues faced by the organization; recognize communications opportunities and design and execute appropriate

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strategies to address them.

- Collaborate with departments and committees to plan and coordinate public meetings, surveys and other outreach efforts to better understand community views regarding potential Town decisions, satisfaction with Town services and preferences for engaging with the Town.
- Lead the Town's social media efforts. Develop and coordinate implementation of the Town's social media strategy, policies and presence and monitor the Town's online reputation; include plan for use in Communications Plan.
- Manage the Town's website, including content strategy, integrated messaging, creative direction and analytics. Understand the contract with Town's website service provider and ensure Town is utilizing all available tools and services outlined in the contract; manage and implement website Redesign/Refresh as necessary and available through website contract. Continuously collaborate with staff to develop and implement changes to the Town website that enhance resident experience and engagement; ensure accurate and current information is available regarding programs, events and services.
- Develop and manage website accessibility program, including software integration with website content management system and/or contract with website accessibility provider.
- Manage Accela App including iterative deployment and community engagement strategy; ongoing updating of App widgets to respond to current community needs and topics; provide regular statistical reports on engagement and reports issues/requests for services.
- Research, learn and development deployment plan for new communications tools.
- Under supervision of Town Manager and Assistant to Town Manager, serve as Public Information Officer: answer media inquiries; write and distribute press releases; build and manage press relationships to achieve accurate coverage of Town events, public announcements, projects and programs; prepare talking points, presentations, speeches and other supporting materials as needed.
- Act as a portal to receive inquiries from the public and ensure they are answered in a timely manner; work with appropriate staff members to develop a collection of commonly asked questions/answers to increase efficiency and consistency.

Committee & Event Support:

- Liaison to Town Committees and Commissions for events and communications
 - Assist with event logistics including booking date and venue, navigating necessary health and/or alcohol permits and insurance documents.
 - Assist with and/or handle creation of marketing and outreach materials including all print materials (i.e., flyers, posters, banners) and all online content (i.e., website, listserv, NextDoor and social media channel postings).
 - Assist committees with Annual Report to Town Council including assistance with creation of PowerPoint presentation, if requested.
 - Act as designated staff liaison to two or more committees: attend Committee meetings and report back to Town staff on identified issues and/or needs.
 - Highlight Committee activities to community; develop methods to engage community in committee participation.
- Manage Town-Sponsored Events
 - Working with Assistant to Town Manager, plan, coordinate and lead community events including workshops, trainings, presentations, meetings, Clean-Up days, etc.
 - Handle all event logistics including booking date and venue, navigating necessary health and/or alcohol permits and insurance documents.
 - Assist with and/or handle creation of marketing and outreach materials including all print materials (i.e., flyers, posters, banners) and all online content (i.e., website, list serv, NextDoor and social media channel postings).

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- Organize community outreach opportunities to respond to needs of Community and/or build community relations, including identifying and organizing new Town events.

Community Engagement:

- Act as Community Engagement Liaison to businesses, community groups and Town partners:
 - Reach out, develop relationships and two-way engagement with local businesses, Home Owners' Associations, community groups (e.g., Portola Valley Women's Group) and churches and non-profits.
 - Support the Town's outreach partner organizations by providing materials and presentations tailored to their needs.
- Act as Community Engagement specialist:
 - Attend major Town events including Summer Concert series, Town Picnics, farmers' market etc.
 - Staff Town tables at Town and Community Events, including packing and transporting materials, setting up and taking down booth, and engaging the public with accurate information and enthusiasm.

Emergency Preparedness & Town Safety

- Act as the Neighborhood Watch Coordinator for the Town; maintain the Block Captain contact list, organize and attend Neighborhood Watch meetings, send regular, pertinent communications to block captains.
- Manage the Emergency Operations Center laptop; test and ensure programs are up-to-date to access Town radio channel, WebEOC, etc.
- Be able to access and send messages via email/website/communications channels from offsite, in case of emergency.
- Ensure communications equipment in EOC is operating and charged (e.g., satellite phone and radio)
- Maintain list of contacts in EOC Communications Binder.
- Act as the Town's Public Information Officer (PIO) in an emergency situation.
- Participate in Regional Emergency Preparedness/PIO professional groups.
- Attend PIO Trainings for Emergency Preparedness and stay current with current emergency communications practices.
- Develop and maintain protocol and instructions for Emergency communications.

General

- Under the Direction of the Assistant to the Town Manager, assist the Town Manager and department heads with special projects as needed and time allows.
- Serve as backup to Town Clerk for production of Council and Committee packets, Council Digest, etc.
- Provide responsible professional and technical assistance in the development, administration and implementation of Town programs; assist in researching and making recommendations on programs, policies, goals and procedures; collect and compile relevant data to support recommendations.
- Assist in the development of new programs; monitor and coordinate the daily operations of assigned program areas; maintain appropriate records and statistics.
- Research and prepare technical and administrative reports and presentations of issues to the Town Council, committees, and community groups.
- Research and pursue funding opportunities, recognition awards, partnerships, donations and grants to expand programs; highlight awards as part of communications efforts.
- Prepare grant proposals for relevant departments; coordinate grant activities with Town staff and committees, including monitoring grant activity to ensure that stipulations and regulations regarding the grant funds are met; maintain appropriate records.

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- Research and compile information for requests from external agencies as well as county and region-wide issues including surveys, studies, coordination and related functions.
- Act as liaison to relevant county and regional agencies and organizations; attend meetings as needed; develop productive relationships with these entities and peers to identify program and funding opportunities that will assist the Town in reaching its goals; act as staff liaison to Town committees as assigned.
- Participate in budget preparation related to program areas; prepare cost estimates for budget recommendations; monitor expenditures.
- Perform related duties as assigned.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of and Experience in:

- Operational characteristics, services, and activities of a California municipal government.
- Principles, practices and concepts of open government and citizen participation.
- Cutting edge principles of interactive outreach strategies and technologies, including use of social media, Web 2.0, and other web-based communication tools and technologies.
- Principles and practices of traditional marketing, modern marketing, community-based social marketing (for environmental programs), advertising, public relations techniques, technologies and platforms, community outreach and engagement, visual storytelling, market research and analysis, data visualization, printing and publishing.
- Event planning, marketing, logistics and coordination.
- Principles and practices of program, policy, and procedure evaluation and development.
- Advanced methods and techniques of data collection, research, and report preparation, including online tools to measure results.
- Principles of business letter writing and report preparation.
- Principles and practices of state and local legislative process.
- Principles and practices of record keeping.
- Principles of graphic design used to develop outreach materials; skill in Adobe Creative Suite (Illustrator, Photoshop, InDesign and Acrobat).
- Public relations and customer service techniques.
- Public speaking techniques.
- English usage, spelling, grammar, and punctuation.
- Office procedures, methods, and equipment including computers and applicable software applications.
- Pertinent federal, state and local laws, codes and regulations.

Ability to:

- Demonstrate experience and leadership in managing a comprehensive strategic communications program to advance the Town Council's priorities.
- Think innovatively, with a track record for translating strategic thinking into action plans and output.
- Operate computer systems and applications, including office software (i.e., Microsoft Word, Excel, PowerPoint, etc.).
- Utilize spreadsheets to perform data analysis.
- Utilize graphic design software and writing skills to create engaging marketing and outreach content and materials, both in print and via the Internet (i.e., create flyers and banners from concept to creation).
- Perform professional marketing and/or public information duties to promote and market Town programs,

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policies and services.

- Perform a wide variety of highly responsible, complex, and diverse advanced level professional duties involved in providing administrative, analytical, and technical support involving the use of independent judgment and personal initiative.
- Understand the organization and operation of the Town as a whole, and outside agencies as necessary, to assume assigned responsibilities.
- Interpret and apply pertinent federal, state, and local laws, codes, and regulations as well as Town policies and procedures.
- Conduct various administrative and organizational studies and analyses on a wide variety of complex issues.
- Analyze problems and processes, identify alternative and/or more efficient solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Research, analyze and evaluate Town-wide programs, policies, and procedures; make recommendations and prepare reports for improvements.
- Collect, evaluate, interpret and translate into usable format complex information and data.
- Coordinate a variety of complex tasks and assignments simultaneously.
- Prepare clear and concise technical, administrative, and/or financial reports.
- Plan and organize work to meet changing priorities and deadlines.
- Build and maintain positive working relationships with co-workers, other Town employees, committee members and the public using principles of good customer service.
- Demonstrate a civic entrepreneurial spirit by generating new and innovative ideas and development of better methods to accomplish tasks and complete projects.
- Develop and maintain cooperative relationships with local schools, businesses, outside agencies and the public that enable the implementation of projects and programs that further the Town's sustainability goals.
- Effectively present information and respond to questions from internal and external customers including council members, committee and commission members, and the general public.
- Develop creative and engaging community outreach materials, both in print and online formats.
- Under the direction of the Assistant to the Town Manager, prepare for and facilitate meetings for a wide-variety of groups, including Town committees.
- Communicate clearly and concisely, both orally and in writing.
- Adjust communications tone and style to address a variety of audiences, including community members, businesses, committee members, the Town Council and internal staff.
- Attend night and weekend meetings and/or events as necessary to perform job functions.
- Independently prepare correspondence and memoranda.

Education and Experience Guidelines:

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

Education/Training: A Bachelor's degree from an accredited college or university with major course work in public or media relations, communications, marketing, social and interactive media or a closely related field; Master's degree preferred. Coursework in community-based social marketing desired.

Experience: At least three years of increasingly responsible, professional-level experience in mass media communications, marketing, public relations or public information. Must have demonstrated experience in project management, communications, marketing and community outreach, preferably from the local government perspective. Graphic design and web design experience with ability to create engaging print and

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online content including flyers, banners, etc. is a must. Experience with the latest web-based outreach and engagement technologies and interactive media is highly desirable. Candidates with public sector, corporate or public relations agency experience are invited to apply.

License or Certificate: Possession of, or ability to obtain, valid California Driver's License; ICS 100, 200, and 700 certifications (can be acquired online before job begins).

FLSA STATUS

This classification is exempt from the Fair Labor Standards Act (FLSA) as an administrative employee whose primary duty is to the performance of office or non-manual work directly related to the management or general business operations of the Town. The incumbent will exercise discretion and independent judgment with respect to matters of significance. The incumbent will supervise personnel. If the incumbent supervises two FTE personnel, he or she will also be exempt from the FLSA as an executive employee.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Standard office setting. CONTINUOUS work indoors in close proximity to co-workers and members of the public; OCCASIONAL work outdoors and in varying temperatures. Work schedule is either a standard 40-hour work week during core business hours (8:00 am to 5:00 pm) or a 9/80 schedule. For the 9/80 schedule employees are required to work nine hours (for example from 7:30 a.m. to 5:30 p.m.) for eight work days, eight hours on a ninth work day, with the tenth day off (alternate Fridays off). Work schedule also includes frequent after-hours meetings and occasional weekend meetings/events. Work environment is both formal and informal, team oriented, having variable tasks, pace, and pressure. Work is performed indoors in office and in meeting rooms, occasional assignments outside and field visits in hilly terrain.

Physical: Primary functions require sufficient physical ability to work in an office setting and operate office equipment. CONTINUOUS sitting and upward and downward flexion of neck; fine finger dexterity; light to moderate finger pressure to manipulate keyboard, equipment controls, and office equipment; pinch grasp to manipulate writing utensils. FREQUENT side-to-side turning of neck, walking, standing, bending, stooping, pushing/pulling, and twisting at waist; moderate wrist torque to twist equipment knobs and dials. OCCASIONAL squatting, kneeling, and reaching above and at shoulder height; moderate grasp to manipulate reference books and manuals. OCCASIONAL moving, setting up and putting away of tables, chairs, audio/visual equipment, signs, cones and barricades across campus and in buildings for various meetings and event needs; lifting objects weighing up to 40 lbs.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate equipment.

Hearing: Hear in the normal audio range with or without correction.

EMERGENCY DISASTER SERVICE

All Town employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the Town requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.