



PUBLIC INFORMATION SPECIALIST

City of Milpitas, California

Welcome to Milpitas!

Incorporated in 1954, the City of Milpitas is a bustling general-law city supervised by a council-manager form of government.

Located at the southern tip of the San Francisco Bay, Milpitas is a progressive community that is an integral part of Silicon Valley. The City boasts a diverse resident population of 75,521.

Milpitas is a full service City of 336 full-time employees with water and sewer utilities, recreation programs, and police and fire services. The City has an operating budget of over \$192 million and a \$312 five year Capital Improvement Program.

Salary

\$115,000—\$161,000 annually, depending on qualifications and experience.

Recruitment Timeline

Application Filing Period
8/8/2018—8/24/2018

Apply online at
www.ci.milpitas.ca.gov/jobs

The Position

The City of Milpitas is seeking a seasoned communications professional as its Public Information Officer. The PIO is a new senior management position that will report directly to the City Manager and Assistant City Manager. This position will be responsible for the development, implementation, and direction of the City's strategic communications, as well as for its tactical and proactive community and employee communications regarding City policies, programs, and projects.

Under general direction from the City Manager and Assistant City Manager, the PIO will serve as key spokesperson and will direct and coordinate public and media relations for the City organization. The PIO will have extensive experience and a strong track record of developing and carrying out an integrated communications plan to advance an organization's mission and brand, and increase the visibility and effectiveness of key messages and programs across a diverse set of internal and external audiences.

The PIO will also be a champion of the City's vision as an effective and credible communicator within the City organization, with the Mayor and City Council, and for the community at large. The PIO will serve as communications advisor to the City's departments and senior staff. The individual will actively engage, promote, and manage media relationships to earn news coverage for the City's programs, special events, achievements, and projects.

The Ideal Candidate

The ideal candidate has the characteristics and competencies of an effective communicator, including the ability to write quickly and well for a variety of purposes; listen well and speak effectively to a diverse set of audiences; develop communication strategies and tactics based on sound judgment, data, and research; and build and maintain productive relationships inside and outside the organization.

The ideal candidate has strong skills and experience in multimedia technologies, web content management and design, visual communications, graphic production, social media, project management, and emergency communications. The ideal candidate keeps current with trends and innovations in the field of public communications and has a strong commitment to ethics and integrity. The PIO recognizes opportunities for internal and external communications and can execute and lead appropriate and timely strategies to take advantage of them.

MORE ABOUT MILPITAS

Milpitas is the 8th fastest growing city in the United States according to the US Census, and the 2nd fastest growing in California. Milpitas also boasts the third highest job growth among the 515 qualifying cities by Wallet Hub. Even with this growth, we are still home to an industrious and well educated community with an average household income exceeding the County average. The homeownership rate is close to 70% and the housing market in Milpitas remains affordable relative to the majority of Santa Clara County.

Milpitas is often called the “Crossroads of Silicon Valley” with most of its 13.63 square miles of land situated between two major freeways (I-880 and I-680), State Route 237, and a County expressway. With existing light rail and a BART extension opening in early 2019, the transit hub adjacent to the Great Mall facilitated high density transit oriented development with over 2,100 units being built. There are approximately 1,790 acres, or 2.9 square miles designated for various industrial uses. There are eight existing industrial parks and 550 manufacturing plants in Milpitas.

An additional 350 acres are dedicated to regional and community retail centers supporting 3.5 million square feet of commercial shops. The Great Mall of the Bay Area is the largest enclosed mall in Northern California, with approximately 1.1 million square feet of leasable space for retail and entertainment operations. Several local shopping centers service regional needs including Asian-oriented retail and services.

EDUCATION & EXPERIENCE REQUIREMENTS

This position requires a Bachelor’s degree in public relations, communications, journalism, advertising, or related field. An advanced degree is highly desirable. Also requires six (6) years of increasingly responsible experience in a public relations or communications function.

COMPENSATION & BENEFITS

SALARY

\$115,000.00 to \$161,000.00 annually, depending on qualifications and experience.

RETIREMENT

Membership in CalPERS (2% at 60 or 2% at 62 for classic members with three year average salary).

MEDICAL INSURANCE

Choice of CalPERS Medical Plans. City pays for coverage up to the Kaiser rate (currently \$2027.64/mo. for family).

DENTAL & VISION

City provides full family coverage for dental and vision at no cost to the employee.

LIFE INSURANCE

City provides \$50,000 term policy.

DEFERRED COMPENSATION

City contributes \$75 per month on the employee’s behalf.

VACATION

Employees earn 16-36 days of vacation based on years of service.

MANAGEMENT LEAVE

Employees earn 40 hours of Management Leave annually.

HOLIDAYS

Employees receive 12 paid holidays and one (1) floating holiday per year.

SICK LEAVE

Employees earn 12 days annually.

TUITION REIMBURSEMENT

Employees are eligible to receive up to \$ 3,000 per fiscal year in tuition reimbursement.

The City also offers a flexible benefits plan, employee assistance program, and other voluntary insurance.



RECRUITMENT PROCESS

Submit application, resume, copies of required certificates (if applicable) online at www.calopps.org or to the City of Milpitas Human Resources Department, 455 E. Calaveras Blvd., Milpitas, CA 95035, (408) 586-3090. Interviews will be held on August 24 for qualified applicants who submit materials by **August 24 2018**.