

# CITY OF DALY CITY, CALIFORNIA

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INVITES YOUR INTEREST IN THE POSITION OF



PUBLIC INFORMATION OFFICER/  
SENIOR MANAGEMENT ANALYST



## THE CITY

Known as the “Gateway to the Peninsula,” Daly City (pop. 106,000) is ideally located on the Pacific Ocean at the northernmost edge of San Mateo County, just minutes away from San Francisco Bay.

Centrally located between two of the Bay area’s major job growth zones—San Francisco and San Mateo counties—Daly City has become a regional hub for healthcare, retail, and small businesses while offering residents easy transportation to nearby metropolitan areas, quality affordable housing, and numerous recreation and education opportunities.

Daly City’s economy offers a range of professional services, retail and wholesale trade as well as some manufacturing. Three major regional shopping areas are located within the city, while the city’s largest employer, Seton Medical Center, has the reputation of being one of the leading medical facilities in the state. A considerable amount of the city’s economic stability and growth is attributed to a young, skilled, productive labor force, with approximately half of the city’s total labor force working in local jobs. Small business development is a focus of the city’s economic development program, rounding out the city’s economic base.

Just eight miles south of downtown San Francisco, Daly City’s extensive transportation infrastructure makes it easy to access nearby metropolitan areas. Highways 101, 82 and 35 run through the City, as does Interstate 280, a primary transportation corridor linking San Francisco to San Mateo and Santa Clara counties. The San Francisco International Airport is just nine miles away, and Daly City is served by Bay Area Rapid Transit as well as by San Mateo and San Francisco transit systems. This ease of travel affords residents the opportunity to participate in all the cultural, recreational, and economic activities of the Bay area while avoiding the congestion and high costs of living and working in other Bay cities.

By Bay Area standards, Daly City boasts reasonably priced and conveniently located quality housing. Many homes have spectacular views of the Pacific Ocean, San Francisco Bay, or some of the most picturesque golf courses in the country, including the Olympic Club-Lakeside, the San Francisco Golf Club, and Lake Merced Golf and Country Club.

To learn more about Daly City and all it has to offer, visit [www.dalycity.org](http://www.dalycity.org)

## THE POSITION

As a key staff member of the City Manager’s Office, the Public Information Officer (PIO) / Senior Management Analyst works on a diversity of projects and programs across all City departments in support of strategic City objectives. The PIO develops and implements citywide communications and oversees all public engagement, including direct partnerships with residents, businesses and other organizations. The PIO synthesizes complex information and data and prepares an array of compelling informational and marketing materials for public consumption. A high level of political astuteness and the ability to take initiative are important to success in this role. The PIO works in a demanding, fast-paced environment where a sense of humor and a collaborative attitude are important.

This Public Information Officer (PIO) role is classified as a Senior Management Analyst and is primarily focused on public information and engagement. The PIO works closely with top level City staff to develop and implement communications strategies that engage with Daly City’s extremely diverse population. The PIO also oversees service-oriented partnerships with Daly City residents and businesses through impact volunteering programs. Under general direction of the City Manager, performs a wide variety of responsible, professional, administrative, staff assignments; administers a wide variety of interdepartmental and City-wide projects and programs; assists the Assistant City Manager, Deputy City Manager and City Manager as needed; and performs related work as required.



## **EXAMPLES OF DUTIES:**

Assists in program, policy and budget development, implementation, coordination, revision, review, evaluation and monitoring; provides support services for the City Council meetings and speaking before the City Council; participates in interdepartmental task forces and committees; researches, collects, compiles and analyzes financial and other data; prepares recommendations for budget requests, grants, new programs, modification of services and equipment; plans, organizes and coordinates assigned city-wide projects and



monitors departmental projects; analyzes, interprets and explains City policies and procedures.

### **TYPICAL TASKS:**

The following tasks are typical for positions in the classification. Any single position may not perform all of these tasks and/or may perform similar related tasks not listed.

1. Determines need for and gathers information from various departments and from outside sources in order to research proposed programs and projects.
2. Analyzes data in order to assess cost, operational feasibility and other aspects of proposed programs and projects.
3. Prepares reports and presentations on all pertinent aspects of proposed programs and projects including budget projection.
4. Make presentations on assigned projects and programs to the City Council and others.
5. Monitors and coordinates execution of approved projects and programs including preparing all required reports and supervising all related record keeping.
6. Recommends changes in program emphasis or execution.
7. Assists in the development and implementation of goals, objectives, policies and procedures.
8. Confers with operating staff regarding the implementation of programs and the interpretation and application of policies and procedures.

## **THE IDEAL CANDIDATE**

1. Uses effective, modern techniques in community relations, public engagement, media relations, marketing, social media and content creation to strategically advance City goals and objectives
2. Manages all City communications including quarterly print newsletter, monthly e-newsletter, website homepage news articles and spotlights, all social media accounts, weekly PSA videos with City leaders, press releases, public-facing documents like annual reports, and more
3. Prepares talking points, fact sheets and speeches for City leaders
4. Works in a fast-paced environment to disseminate timely information to the public and media often on short notice, and prepares communications in disaster and emergency situations
5. Develops communications calendar and plans for specific projects that require public engagement, in collaboration with City departments
6. Creates visually compelling marketing and public information materials, including advertisements, flyers, posters, notices, infographics and more
7. Builds strong working relationships with trusted community messengers
8. Coordinates translations of communications materials
9. Maintains confidentiality of all sensitive information
10. Implements service-oriented programs to accomplish civic goals in partnership with residents and businesses through impact volunteering



## MINIMUM QUALIFICATIONS

**Knowledge of:** Senior Management Analysts have comprehensive knowledge of the principles, practices and methods of municipal budgeting, finance, public administration and organizational development; modern management of departments and organizations; pertinent legislation; interpersonal behavior dynamics.

**Ability to:** Write and present reports and recommendations; speak before groups; properly interpret, explain and act in accordance with laws, regulations and policies; demonstrate competency in research and analysis, decision making, and management skills; and tactfully relate to the public, departmental managers, employees, other organizations and outside agencies; interact positively and cooperate with co-workers, respond politely to customers, work as a team member, function under demanding time pressure, respond in a positive manner to supervision, and attend work and perform duties on a regular and consistent basis.

**Experience:** Three to five years of responsible work experience involving public relations and internal / external communications including experience developing and implementing a comprehensive communications program. Previous experience in a fiscal or administrative capacity; or an equivalent combination of related training and experience.

**Education:** Graduation from a four-year college or university, with major course work in communications, public relations, journalism, English, Public or Business Administration or a related field providing education in writing and public policy. Advanced degree desirable.

**License:** Possession of a valid Class C California Driver License.

### Supplemental Questions:

Please respond to the following questions and attach to your application:

Submit two work product examples: (1) writing sample such as a press release, media statement, speech, staff report or memo, and (2) marketing material such as a flyer, newsletter or other document that encourages public engagement

## THE COMPENSATION

The city is offering a competitive salary range of \$107,198 to \$130,312, and appointment within the range is dependent upon qualifications. In addition, the city provides the following benefits:

**Retirement** – CalPERS Classic Members receive 3% at 60 (single highest year), employee contributes total of 8.75% . CalPERS New Members receive 2% @ 62 (three year final compensation), employee contributes total of .25%. Member rates are paid on a pre-tax basis.

**Health and Welfare Cafeteria Plan** – The City provides a monthly contribution for the purchase of CalPERS health and mandatory dental (\$117.30), life and disability insurance. The monthly contribution is based on level of coverage – Employee Only – 100% of CalPERS Kaiser rate and Employee + 1 or Employee + 2 or more – 95% of CalPERS Kaiser rate. Employees who provide proof of other acceptable health coverage may be eligible for \$500/month less mandatory insurance premiums in lieu of City health coverage.

**Holidays** — 11 days annually.

**Sick Leave** — 96 hours annually, unlimited accrual

**Vacation Leave** — Employees receive 13-28 days based on years of service.

## APPLICATION & SELECTION PROCESS

This recruitment is **Open until Filled-Apply Immediately**. To be considered for this opportunity submit an application, cover letter, resume and a list of three professional references to:

**[www.calopps.org](http://www.calopps.org)**

For questions, contact:

**City of Daly City Human Resources Department**

**295 89th Street, Suite 105**

**Daly City, CA 94015**

**[hr@dalcycity.org](mailto:hr@dalcycity.org) or (650) 991-8028**

**1-800-877-8339 for TTY/Voice communication**

**Applicants who most closely meet the qualifications will be invited for interviews in May 2021.** The top candidates will then be invited to meet with the City Manager and other select internal stakeholders. The City anticipates a selection shortly thereafter following the completion of extensive background and reference checks and compensation negotiations. Please note that references will not be contacted until the end of the process and, at that time, will be done so in close coordination with the candidate impacted.