

**TOWN OF  
APPLE VALLEY, CALIFORNIA**

**AGENDA MATTER**

**Subject Item:**

**ENACTMENT OF RESOLUTION RELATING TO REORGANIZATION OF  
TOWN MANAGEMENT STAFF**

**Summary Statement:**

In accordance with Section 2.08.060 of the Town of Apple Valley Municipal Code, the Town Manager is authorized to complete such organization and reorganization of offices, positions or units under his direction as may be indicated in the interest of efficient, effective and economical conduct of the Town's business. After a complete review of the Town's organizational structure, the Town Manager has recommended that various changes be made to the current structure in order to continue with the implementation of the new reorganizational plan.

Attached to this document is Resolution No. 2009-18 that details the new reorganizational structure.

Based on the foregoing, staff recommends approval of the recommended actions.

**Recommended Action:**

Adopt Resolution Number 2009-18, a Resolution of the Town Council of the Town of Apple Valley Modifying the Existing Classification Plan of the Town of Apple Valley.

**Proposed by:** Frank Robinson, Town Manager **Item Number** \_\_\_\_\_

**T. M. Approval:** \_\_\_\_\_ **Budgeted Item**  Yes  No  N/A

**RESOLUTION NO. 2009-18**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY MODIFYING THE EXISTING CLASSIFICATION PLAN OF THE TOWN OF APPLE VALLEY.**

WHEREAS, the Town Council of the Town of Apple Valley has established a salary schedule for positions within the Town of Apple Valley; and

WHEREAS Ordinance No. 387 establishes that persons appointed or promoted to Department Head positions by the Town Manager on or after October 2008 shall serve at the will and pleasure of the Town Manager with the exception of the position of the Town Clerk who shall serve at the will and pleasure of the Town Council; and

WHEREAS, the Town Council of the Town of Apple Valley has established a Classification Plan which includes the positions of the Director of Municipal Services and the Administrative Services Manager of the Town of Apple Valley; and

WHEREAS, the Town Council of the Town of Apple Valley wishes to modify the existing Classification Plan of the Town of Apple Valley; and

**NOW, THEREFORE, BE IT RESOLVED THAT:**

1. The position of Director of Municipal Services is hereby abolished and removed from the Classification Plan.
2. The position of Administrative Services Manager is hereby abolished and removed from the Classification Plan.
3. Abolish the Municipal Services Manager title and replace it with Environmental and Regulatory Compliance Manager title.
4. The position of Code Enforcement Manager is hereby created in accordance with Exhibit A. Said position shall not be included in the Classification Plan.
5. The position of Animal Services Manager is hereby created in accordance with Exhibit B. Said position shall not be included in the Classification Plan.
6. The position of Parks and Recreation Manager is hereby created in accordance with Exhibit C. Said position shall not be included in the Classification Plan.

7. The position of Public Works Manager is hereby created in accordance with Exhibit D. Said position shall not be included in the Classification Plan.
8. The position of Human Resources Manager is hereby created in accordance with Exhibit E. Said position shall not be included in the Classification Plan.
9. The job description for the position of Town Clerk is hereby amended in accordance with Exhibit F. Said position shall not be included in the Classification Plan.
10. The job description for the position of Public Information Officer is hereby amended in accordance with Exhibit G. Said position shall not be included in the Classification Plan.
11. Said resolution shall become effective on May 26, 2009.
12. All resolutions or parts of resolutions in conflict herewith are hereby amended to be consistent herewith.

PASSED, APPROVED AND ADOPTED THIS 26<sup>th</sup> DAY OF May 2009.

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MAYOR

ATTEST:

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TOWN CLERK



FLSA:

EXEMPT

## CODE ENFORCEMENT MANAGER

### DEFINITION

The individual in this position is appointed by the Town Manager and works at the pleasure of the Town Manager and receives all direction and supervision from the Assistant Town Manager of Municipal Operations & Contract Services. Under the direction of the Assistant Town Manager of Municipal Operations & Contract Services, the Code Enforcement Manager plans, organizes, manages, and provides direction to assigned functions and activities of the Code Enforcement Department; coordinates assigned activities with other Town departments, outside agencies, and the public; fosters cooperative working relationships among Town departments and with intergovernmental and regulatory agencies, and various public and private groups; and performs related work as required.

### SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Assistant Town Manager – Municipal Operations and Contract Services. Exercises direction and supervision over professional, technical, and clerical staff.

### CLASS CHARACTERISTICS

This is a mid-level management classification that oversees, directs, and participates in specific activities within the Code Enforcement Department, including assisting in short- and long-range planning and development and administration. Successful performance of the work requires knowledge of public policy, municipal functions and activities, including the role of an elected Town Council, and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the Department with those of other departments and agencies and managing and overseeing the functions of the Department. The incumbent is accountable for assisting in Departmental planning and operational goals and objectives and for furthering Town goals and objectives within general policy guidelines.

### EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

*Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Assist in the management, development, and implementation of goals, objectives, policies, and priorities for the Code Enforcement Department; recommends, within

Departmental policy, appropriate service and staffing levels; recommends and administers policies and procedures.

- Plans, manages, and oversees the daily functions, operations, and activities of the Code Enforcement Department.
- Assists in development and standardization of procedures and methods to improve the efficiency and effectiveness of Code Enforcement programs; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative, and support systems, and internal reporting relationships.
- Manages and coordinates the work plan for the assigned staff; meets with staff to identify and resolve problems; ensures coverage of staff for all shifts and assignments; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates service delivery, methods, and procedures.
- Trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Responds to public inquiries and complaints and assists with resolutions and alternative recommendations.
- Attends and participates in professional group, committee, and task force meetings; stays abreast of new trends and innovations in Code Enforcement administration.
- Serves as a liaison with private and public organizations and Town, other city, county, and state agencies to address any problems, implement legal regulation changes, or determine the distribution of funds.
- Establishes and maintains positive community relations through programs, demonstrations, and public assistance regarding Code Enforcement programs; and answers specific and general questions.
- Monitors changes in laws, regulations, and technology that may affect Town or Departmental operations; recommends policy and procedural changes as required.
- Prepares, reviews, and presents staff reports, various management and information updates, and complex reports on special projects as assigned.
- Participates on and makes presentations to the Town Council and a variety of boards and commissions.
- Updates Town website with upcoming events related to Code Enforcement programs.
- Maintains and directs the maintenance of working and official Departmental files.
- Performs other duties as assigned.

## **QUALIFICATIONS**

- Administrative principles and practices, including goal setting, program development, implementation and evaluation, project management, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Applicable Federal, State, and local laws, codes, court decisions, and regulations, including administrative and Departmental policies concerning the operation of a Code Enforcement Department.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned Department.
- Principles, practices, methods, and techniques of Code Enforcement administration.

- Techniques and practices of public speaking and making presentations before small groups.
- Principles of record keeping and reporting.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, various business, professional, and regulatory organizations and with property owners, developers, contractors, and the public.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

**Ability to:**

- Recommend and implement goals, objectives, and practices for providing effective and efficient services.
- Plan, organize, schedule, assign, review, and evaluate the work of staff.
- Train staff in work procedures.
- Evaluate and recommend improvements in operations, procedures, policies, or methods.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Interpret and apply applicable Federal, State, and local laws, codes, and regulations, including administrative and Departmental policies.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Effectively represent the Department and the Town in meetings with governmental agencies, community groups, and various businesses, professional, and regulatory organizations and in meetings with individuals.
- Identify and be responsive to community issues, concerns, and needs.
- Effectively respond to calls for services.
- Access, retrieve, enter, and update information using a computer terminal.
- Maintain accurate records and files of work performed.
- Organize work, set priorities, meet critical deadlines, and exercise sound, independent judgment within established guidelines.
- Operate modern office equipment, including computer equipment and software programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with employees and those contacted in the course of the work.

**Education and Experience:**

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

Equivalent to graduation from an accredited four-year college or university with major coursework in business or public administration or a related field, and five (5) years of experience in municipal government. Five (5) years experience in enforcement and communication codes, ordinances and regulations with two (2) years of considerable supervisory or administrative experience. Possession of a Master's Degree is highly desirable.

#### **Licenses/Certifications:**

- Valid California class C driver's license with satisfactory driving record and automobile insurance.
- Completion of PC 832 Peace Officers Training class.
- California Association of Code Enforcement Officers (CACEO) Supervisory Certification obtained within 1 year of employment.

#### **PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle, to inspect various Town and residential sites, and to walk on uneven terrain; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. The job involves field inspection work requiring frequent walking at inspection site areas to monitor performance and to identify problems or hazards; traversing uneven terrain, periodically standing, stooping, bending, climbing and kneeling to perform the work. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard or calculator and to operate standard office equipment, cameras and computers; grasp tools; and inspect electrical devices. Positions in this classification occasionally bend, stoop, kneel, reach, climb, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects of 50 pounds, as necessary to perform job functions.

#### **ENVIRONMENTAL ELEMENTS**

Employees primarily work in an office environment with moderate noise levels and controlled temperature conditions. Employees occasionally work outside with exposure to loud noise levels and may be exposed to inclement weather conditions, dust, vibration, confining workspace, chemicals, mechanical and/or electrical hazards, and hazardous physical substances and fumes. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing Departmental policies and procedures.

**SALARY RANGE:**

**\$6,391 to \$9,030 monthly**



FLSA:

EXEMPT

## ANIMAL SERVICES MANAGER

### DEFINITION

The individual in this position is appointed by the Town Manager and works at the pleasure of the Town Manager and receives all direction and supervision from the Assistant Town Manager of Municipal Operations & Contract Services. Under the direction of the Assistant Town Manager of Municipal Operations & Contract Services, the Animal Services Manager plans, organizes, manages, and provides direction to assigned functions and activities of the Animal Control and Animal Shelter Departments, coordinates assigned activities with other Town departments, outside agencies, and the public; fosters cooperative working relationships among Town departments and with intergovernmental and regulatory agencies, and various public and private groups; and performs related work as required.

### SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Assistant Town Manager – Municipal Operations and Contract Services. Exercises direction and supervision over professional, technical, and clerical staff.

### CLASS CHARACTERISTICS

This is a mid-level management classification that oversees, directs, and participates in specific activities in the Animal Control and Animal Shelter Departments, including assisting in short- and long-range planning and development and administration. Successful performance of the work requires knowledge of public policy, municipal functions and activities, including the role of an elected Town Council, and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the Department with those of other departments and agencies and managing and overseeing the functions of the Department. The incumbent is accountable for assisting in Departmental planning and operational goals and objectives and for furthering Town goals and objectives within general policy guidelines.

### EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

*Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Assist in the management, development, and implementation of goals, objectives, policies, and priorities for the Animal Control and Animal Shelter Departments;



recommends, within Departmental policy, appropriate service and staffing levels; recommends and administers policies and procedures.

- Plans, manages, and oversees the daily functions, operations, and activities of the Animal Control and Animal Shelter Departments.
- Assists in development and standardization of procedures and methods to improve the efficiency and effectiveness of Animal Control and Animal Shelter programs; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative, and support systems, and internal reporting relationships.
- Manages and coordinates the work plan for the assigned staff; meets with staff to identify and resolve problems; ensures coverage of staff for all shifts and assignments; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates service delivery, methods, and procedures.
- Trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Responds to public inquiries and complaints and assists with resolutions and alternative recommendations.
- Attends and participates in professional group, committee, and task force meetings; stays abreast of new trends and innovations in Animal Control and Animal Shelter administration.
- Serves as a liaison with private and public organizations and Town, other city, county, and state agencies to address any problems, implement legal regulation changes, or determine the distribution of funds.
- Establishes and maintains positive community relations through programs, demonstrations, and public assistance regarding Animal Control and Animal Shelter programs; and answers specific and general questions.
- Monitors changes in laws, regulations, and technology that may affect Town or Departmental operations; recommends policy and procedural changes as required.
- Prepares, reviews, and presents staff reports, various management and information updates, and complex reports on special projects as assigned.
- Participates on and makes presentations to the Town Council and a variety of boards and commissions.
- Updates Town website with upcoming Animal Control and Animal Shelter events and programs.
- Maintains and directs the maintenance of working and official Departmental files.
- Performs other duties as assigned.

## **QUALIFICATIONS**

- Administrative principles and practices, including goal setting, program development, implementation and evaluation, project management, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Applicable Federal, State, and local laws, codes, court decisions, and regulations, including administrative and Departmental policies concerning the operation of the Animal Control and Animal Shelter Departments.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned Department.

- Principles, practices, methods, and techniques of Animal Control and Animal Shelter administration.
- Techniques and practices of public speaking and making presentations before small groups.
- Principles of record keeping and reporting.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, various business, professional, and regulatory organizations and with property owners, developers, contractors, and the public.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

**Ability to:**

- Recommend and implement goals, objectives, and practices for providing effective and efficient services.
- Plan, organize, schedule, assign, review, and evaluate the work of staff.
- Train staff in work procedures.
- Evaluate and recommend improvements in operations, procedures, policies, or methods.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Interpret and apply applicable Federal, State, and local laws, codes, and regulations, including administrative and Departmental policies.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Effectively represent the Department and the Town in meetings with governmental agencies, community groups, and various businesses, professional, and regulatory organizations and in meetings with individuals.
- Identify and be responsive to community issues, concerns, and needs.
- Effectively respond to calls for services.
- Access, retrieve, enter, and update information using a computer terminal.
- Maintain accurate records and files of work performed.
- Organize work, set priorities, meet critical deadlines, and exercise sound, independent judgment within established guidelines.
- Operate modern office equipment, including computer equipment and software programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with employees and those contacted in the course of the work.

**Education and Experience:**

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

Equivalent to graduation from an accredited four-year college or university with major coursework in business or public administration or a related field (e.g., animal science), and five (5) years of experience in municipal government. Five (5) years combined experience: 1) Providing humane care and handling of animals in a veterinary hospital setting; and 2) Enforcement and communication of animals services codes, ordinances, and regulations. Experience must include two (2) years of considerable supervisory or administrative experience. Possession of a Master's Degree is highly desirable.

#### **Licenses/Certifications:**

- Valid California class C driver's license with satisfactory driving record and automobile insurance.
- Registered as a Registered Veterinary Technician (RVT) by the State of California Veterinary Medical Board.
- Completion of PC 832 Peace Officers Training class.
- Must obtain initial or renewal euthanasia certification.

#### **PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle; and to walk on uneven terrain; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. This is primarily an office classification with frequent standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information and evaluate and/or restrain animals. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

#### **ENVIRONMENTAL ELEMENTS**

Employees primarily work in an office environment with moderate noise levels and controlled temperature conditions. Employees occasionally work outside with exposure to loud noise levels and may be exposed to inclement weather conditions, animal hair, dust, and potentially hazardous physical substances. May involve exposure to wild, dangerous, and/or diseased animals, and animals known to cause allergies. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing Departmental policies and procedures.

#### **SALARY RANGE:**

\$6,391 to \$9,030 monthly



**FLSA:**

**EXEMPT**

## **PARKS AND RECREATION MANAGER**

### **DEFINITION**

The individual in this position is appointed by the Town Manager and works at the pleasure of the Town Manager and receives all direction and supervision from the Assistant Town Manager of Municipal Operations & Contract Services. Under the direction of the Assistant Town Manager of Municipal Operations & Contract Services the Parks and Recreation Manager, plans, organizes, oversees, coordinates, and reviews the work of staff performing difficult and complex professional, technical, and office support work related to all recreation programs, municipal golf course and activities of the Community Services Division; administers current and long-range planning activities; manages the Town's facilities maintenance division and oversees the efficient use of those facilities; provides highly complex and responsible support to the Assistant Town Manager – Municipal Operations and Contract Services in areas of expertise; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Assistant Town Manager – Municipal Operations and Contract Services. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over supervisory, professional, technical, and clerical staff.

### **CLASS CHARACTERISTICS**

This is a management classification that manages Town recreation and facilities activities, including multiple comprehensive recreation programs, such as youth programs, aquatics, youth sports, adult sports, summer programs, arts and crafts, special interest classes, golf course and clubhouse, and special events. Responsibilities include performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility. The incumbent organizes and oversees day-to-day activities and is responsible for providing professional-level support to the Assistant Town Manager – Municipal Operations and Contract Services in a variety of areas. Successful performance of the work requires an extensive professional background as well as skill in coordinating departmental work. This class is distinguished from the Assistant Town Manager – Municipal Operations and Contract Services in that the latter has overall responsibility for all operations and functions of the Department and for developing, implementing, and interpreting public policy.

**EXAMPLES OF ESSENTIAL JOB FUNCTIONS** (Illustrative Only)

*Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Manages and participates in the development and implementation of goals, objectives, policies, and priorities for the Community Services Division; recommends within departmental policy, appropriate service and staffing levels; recommends and administers policies and procedures.
- Plans, manages, and oversees the daily functions, operations, and activities of the Community Services Division, including multiple comprehensive recreation programs, such as youth programs, aquatics, youth sports, adult sports, summer programs, after-school programs, special interest classes, centralized registration for classes and events, and special events; oversees operations of recreation and sports facilities, including athletic fields, park lands, swimming pool, recreation centers, golf course, and community centers.
- Develops and standardizes procedures and methods to improve the efficiency and effectiveness of recreation programs and facilities operations and maintenance; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and recommends to the Assistant Town Manager – Municipal Operations and Contract Services.
- Manages and coordinates the work plan for the assigned division; meets with staff to identify and resolve problems; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates work products, methods, and procedures.
- Participates in the selection, trains, motivates, and evaluates assigned personnel, including first aid and CPR polices, procedures, and methods; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Prioritizes and allocates available resources; reviews and evaluates service delivery, makes recommendations for improvement and ensures maximum effective service provision.
- Develops and reviews staff reports related to recreation and facilities maintenance activities and services; presents reports to the Town Council and other commissions, committees, and boards; performs a variety of public relations and outreach work related to recreation activities.
- Manages and participates in the development and administration of the Community Services Division budget; oversees the budget for the division.
- Provides highly complex staff assistance to the Assistant Town Manager – Municipal Operations and Contract Services; prepares and presents staff reports and other necessary correspondence.
- Conducts a variety of organizational studies, investigations, and operational studies; recommends modifications to recreation and facilities operations and maintenance programs, policies, and procedures, as appropriate.
- Implements adopted division plans, policies, and standards.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of recreation; researches emerging products and enhancements and their applicability to Town needs.
- Monitors changes in regulations and technology that may affect operations; implements policy and procedural changes after approval.

- Receives, investigates, and responds to problems and complaints in a professional manner; identifies and reports findings and takes necessary corrective action.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Administrative principles and practices, including goal setting, program development, implementation and evaluation, project management, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of budget administration.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Applicable Federal, State, local laws, codes, and regulations related to the development, implementation, and administration of recreation programs, as well as facilities operations and maintenance.
- Principles and practices of contract administration and evaluation.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned division.
- General principles of risk management related to the functions of the assigned area.
- Recent and on-going developments, current literature, and sources of information related to the recreation and facilities operations and maintenance.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

### **Ability to:**

- Recommend and implement goals, objectives, and practices for providing effective and efficient services.
- Manage and monitor complex projects, on time, and within budget.
- Plan, organize, schedule, assign, review, and evaluate the work of staff.
- Train staff in work procedures.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Interpret, explain, and ensure compliance with Town policies and procedures, complex laws, codes, regulations, and ordinances.

- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Effectively represent the division and the Town in meetings with governmental agencies, community groups, various businesses, professional, and regulatory organizations, and in meetings with individuals.
- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

**Education and Experience:**

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

Equivalent to graduation from an accredited four-year college or university with major coursework in recreation, physical education, business or public administration, or a related field, and five (5) years of experience in community services and recreational programs, including two (2) years of supervisory experience.

**License:**

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle, and to visit various Town and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

**ENVIRONMENTAL ELEMENTS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

**SALARY RANGE:**

Monthly: \$6,882 to \$9725



FLSA:

EXEMPT

## PUBLIC WORKS MANAGER

### DEFINITION

The individual in this position is appointed by the Town Manager and works at the pleasure of the Town Manager and receives all direction and supervision from the Assistant Town Manager of Municipal Operations & Contract Services. Under the direction of the Assistant Town Manager of Municipal Operations & Contract Services the Public Works Manager plans, organizes, manages, and provides direction to assigned functions and activities of the Public Works Department comprised of the Wastewater and Street Maintenance Divisions; coordinates assigned activities with other Town departments, outside agencies, and the public; fosters cooperative working relationships among Town departments and with intergovernmental and regulatory agencies, and various public and private groups; and performs related work as required.

### SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Assistant Town Manager – Municipal Operations and Contract Services. Exercises direction and supervision over professional, technical, and clerical staff.

### CLASS CHARACTERISTICS

This is a mid-level management classification that oversees, directs, and participates in specific activities within the Public Works Department, including assisting in short- and long-range planning and development and administration. Successful performance of the work requires knowledge of public policy, municipal functions and activities, including the role of an elected Town Council, and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the Department with those of other departments and agencies and managing and overseeing the functions of the Department. The incumbent is accountable for assisting in Departmental planning and operational goals and objectives and for furthering Town goals and objectives within general policy guidelines.

### EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

*Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Assist in the management, development, and implementation of goals, objectives, policies, and priorities for the Department; recommends, within Departmental policy,



appropriate service and staffing levels; recommends and administers policies and procedures.

- Plans, manages, and oversees the daily functions, operations, and activities of the Wastewater and Street Maintenance Divisions.
- Assists in development and standardization of procedures and methods to improve the efficiency and effectiveness of Wastewater and Street Maintenance programs; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative, and support systems, and internal reporting relationships.
- Manages and coordinates the work plan for the assigned staff; meets with staff to identify and resolve problems; ensures coverage of staff for all shifts and assignments; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates service delivery, methods, and procedures.
- Trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Responds to public inquiries and complaints and assists with resolutions and alternative recommendations.
- Attends and participates in professional group, committee, and task force meetings; stays abreast of new trends and innovations in Wastewater and Street Maintenance. Serves as a liaison with private and public organizations and Town, other city, county, and state agencies to address any problems, implement legal regulation changes, or determine the distribution of funds.
- Establishes and maintains positive community relations through programs, demonstrations, and public assistance regarding Wastewater, Street Maintenance and Household Hazardous Waste programs; and answers specific and general questions.
- Monitors changes in laws, regulations, and technology that may affect Town or Departmental operations; recommends policy and procedural changes as required.
- Prepares, reviews, and presents staff reports, various management and information updates, and complex reports on special projects as assigned.
- Participates on and makes presentations to the Town Council and a variety of boards and commissions.
- Maintains and directs the maintenance of working and official Departmental files.
- Performs other duties as assigned.

## **QUALIFICATIONS**

- Administrative principles and practices, including goal setting, program development, implementation and evaluation, project management, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Applicable Federal, State, and local laws, codes, court decisions, and regulations, including administrative and Departmental policies concerning the operation of a Public Works Department.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned Department.
- Principles, practices, methods, and techniques of Wastewater and Street Maintenance management.

- Techniques and practices of public speaking and making presentations before small groups.
- Principles of record keeping and reporting.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, various business, professional, and regulatory organizations and with property owners, developers, contractors, and the public.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

**Ability to:**

- Recommend and implement goals, objectives, and practices for providing effective and efficient services.
- Plan, organize, schedule, assign, review, and evaluate the work of staff.
- Train staff in work procedures.
- Evaluate and recommend improvements in operations, procedures, policies, or methods.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Interpret and apply applicable Federal, State, and local laws, codes, and regulations, including administrative and Departmental policies.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Effectively represent the Department and the Town in meetings with governmental agencies, community groups, and various businesses, professional, and regulatory organizations and in meetings with individuals.
- Identify and be responsive to community issues, concerns, and needs.
- Effectively respond to calls for services.
- Access, retrieve, enter, and update information using a computer terminal.
- Maintain accurate records and files of work performed.
- Organize work, set priorities, meet critical deadlines, and exercise sound, independent judgment within established guidelines.
- Operate modern office equipment, including computer equipment and software programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with employees and those contacted in the course of the work.

**Education and Experience:**

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

Equivalent to graduation from an accredited four-year college or university with major coursework in business or public administration or a related field (e.g., engineering), and five (5) years of experience in municipal government. Five (5) years experience in construction and maintenance of Public Works infrastructure and facilities with two (2) years of considerable supervisory or administrative experience. Possession of a Master's Degree is highly desirable.

**Licenses/Certifications:**

- Valid California class C driver's license with satisfactory driving record and automobile insurance.
- Wastewater Collection System Maintenance Certification – Grade IV must be obtained within one year of employment.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various Town and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard, typewriter keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

**ENVIRONMENTAL ELEMENTS**

Employees work in an office environment with moderate noise levels and controlled temperature conditions. Employees occasionally may visit sites with exposure to loud noise levels and may be exposed to inclement weather conditions, dust, vibration, confining workspace, chemicals, mechanical and/or electrical hazards, and hazardous physical substances and fumes. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing Departmental policies and procedures.

**SALARY RANGE:**

\$6,391 to \$9,030 monthly



FLSA:

EXEMPT

## JOB DESCRIPTION

### HUMAN RESOURCES MANAGER

The position of Human Resources is an appointed position by the Town Manager. The individual in this position works at the pleasure of the Town Manager and receives all direction and supervision from the Director of Human Resources. Under work supervision from the Director of Human Resources, the Human Resources Manager assists with the coordination and functional direction of the Town's human resources activities, including recruitment and selection, job analysis and classification, compensation and benefits, employee relations, and Worker's Compensation; performs research and analysis, and provides recommendations to the Director of Human Resources for operational issues and policy and procedures updates; handles a variety of special projects as assigned, and performs related duties as required.

#### DESCRIPTION OF DUTIES

Listed are illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

- Performs confidential, technical and administrative functions; provides professional assistance to the Director of Human Resources on human resources issues and operations; reviews, evaluates and prioritizes work assigned to department staff; assists with training.
- Provides customer service to Town staff, and explains policies and procedures; works with departments to define and clarify personnel issues; provides advice and counsel to managers and staff within scope of authority and training. Explains personnel policies to employees, applicants and the public; responds to requests for information, provides technical information to Town staff, and provides assistance to the public.

- Analyzes human resources issues and recommends solutions; interprets and explains Federal and state rules and regulations; assists with the interpretation and correct application of Town policies, procedures and programs.
- Maintains the Worker's Compensation files for the Town, and compiles required state and Federal reports; assists with the coordination of claims and acts as liaison between the Town and the contracted insurance carriers and service providers; assists with other human resources claims processing and issue resolution.
- Processes Personnel Action forms and other requests for personnel changes and administrative actions, including benefits, leave, claims, records, and technical correspondence; monitors documents for compliance with Federal, state, and local policies and practices.
- Educates employees on Town benefits; explains employee benefits, policy and procedures, and other personnel issues; provides instruction and assistance on enrollment forms and benefits planning.
- Conducts salary and benefits surveys; collects and analyzes market data; evaluates competitive position of Town's salary range structure; develops recommendations for structure adjustments to maintain internal and external equity in classification, compensation and benefits plans.
- Coordinates the employee recruitment and selection process; reviews and processes job postings; processes applications and supporting documents; coordinates schedules, testing, interviews, appointments, examinations and applicant communications; monitors hiring process to verify adherence to Town policies.
- Prepares correspondence and documents in support of department functions; maintains files, forms, technical documentation and information in accordance with Town policies and procedures; collects administrative information and compiles data for reports.
- Conducts research on assigned projects and contracts; collects, compiles and analyzes data and information; develops recommendations and prepares reports based on findings.
- As assigned, represents the Town at hearings and meetings, and assists in resolving issues; attends meetings, answers questions and performs required follow up to facilitate required actions.
- Establishes and maintains effective relationships with the community at large, the Town Council and other public officials.

- Respond to emergency and problem situations in an effective manner.

## QUALIFICATIONS AND EXPERIENCE

Knowledge of:

1. Town organization, operations, policies and procedures.
2. State and Federal laws, statutes, rules and regulations governing human resources functions.
3. Principles and practices of public sector personnel administration and confidential records management.
4. Research methods, techniques of report writing and presentation.
5. General laws, ordinances and regulations of municipal government.
6. Computer software including word processing and spreadsheet programs.

Ability to:

1. Analyze problems; and identify solutions and consequences of proposed action.
2. Analyze and interpret research, evaluate alternatives and reach logical, fact-based conclusions and recommendations.
3. Collect, compile and evaluate data, either in statistical or narrative form.
4. Analyze and interpret HR procedures, policies, and methods.
5. Conduct research, analyze results and write reports on human resources programs and procedures.
6. Prepare, maintain, and review human resource records, reports, and documentation, and maintain absolute confidentiality of all information.
7. Exercise sound independent judgment, and common sense.
8. Prepare clear, concise and comprehensive correspondence, reports and other written materials.

9. Establish and maintain effective working relationships with the Town Council, all levels of Town management, other government officials, community and civic organizations, employees, the public and others encountered in the course of work.
10. Communicate effectively with others both verbally and in writing.
11. Represent the Town in a variety of meetings.
12. Use initiative in making difficult decisions.

**EDUCATION, TRAINING AND EXPERIENCE:**

A Bachelor's Degree from an accredited college or university, and five years of professional human resources experience in the public sector.

**SALARY RANGE:**

\$6,391 to \$9,030 monthly



May 2007

**FLSA: EXEMPT**

## **JOB DESCRIPTION**

### **TOWN CLERK**

#### **DEFINITION**

The individual in this position is appointed and works at the pleasure of the Town Council. Under administrative direction of the Town Manager, the Town Clerk plans, organizes, and provides direction and oversight to and participates in all Town Clerk functions and activities, including the custody, access, and archiving of public records, public information, filing officer services, election services, and the legislative function; provides complex assistance to Town management staff and the Town Council in areas of expertise; and performs related work as required.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the Town Manager. Exercises general supervision over assigned administrative support staff.

#### **CLASS CHARACTERISTICS**

This is a department head classification that directs and participates in all activities of the Town Clerk's office, including serving as the Town's official record custodian and coordinating election activities. Responsibilities include coordinating the activities of the department with those of other elected and appointed officials that relate to the Town Clerk function. The incumbent is accountable for accomplishing goals and objectives for the office and for furthering Town goals and objectives within general policy guidelines.

#### **EXAMPLES OF ESSENTIAL JOB FUNCTIONS** (Illustrative Only)

*Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

- Develops and directs the implementation of goals, objectives, policies, procedures, and work standards for the office; prepares and administers the budget for the office.
- Plans, organizes, administers, reviews, and evaluates the work of staff.
- Provides for the selection and training of department staff; authorizes discipline as required; provides policy and procedural guidance and interpretation to staff.
- Contributes to the overall quality of the office's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and Town needs.



- Serves as the official record keeper of the Town, providing for the preparation, indexing, and retention of meeting notifications, agendas, minutes, ordinances, resolutions, contracts, bids, franchise agreements, codes, deeds, easements, bonds, historic records, and related documents.
- Responds to inquiries regarding public records, the Public Records Act, the Freedom of Information Act, and the Brown Act; reviews and monitors legal requests for records; ensures that all public records are open to inspection at all times during office hours and that every person's right to inspect public records of the Town is upheld; justifies any nondisclosure and/or ensures deletion of any portions that are exempt from the mandate of the Public Records Act; provides assistance to the public by helping to identify records and information relevant to the request and suggesting ways to overcome any practical basis for denying access; ensures timely response to all requests and communicates in writing in cases of unusual requests that may cause delays in obtaining all requested information.
- Provides Brown Act training and support to elected and appointed officials and staff.
- Attends Town Council and related meetings; serves as Secretary to the Town Council, including preparing agendas and public notices, providing, recording, and transcribing minutes of the proceedings; administers video-taping and broadcasting of the Town Council meetings; and maintains responsibility for use of the Council Chambers, including coordinating with outside vendors.
- Follows up on Council actions; attests, publishes, and posts ordinances and resolutions, executes legal contracts, oversees the recording of documents, and prepares follow-up correspondence.
- Administers processing of board, commission, and committee appointments.
- Administers Town elections for candidates, Town ballot measures, and initiatives, referendums, and recalls, including preparing candidate guidelines, administering the candidacy and nomination process, providing information to candidates regarding procedural and disclosure requirements, publishing election notices and results within legal guidelines, certifying canvass of returns, and processing campaign expenditure forms.
- Maintains the Town's Municipal Code by tracking ordinances and providing for their publication and distribution; administers up-dates of the Municipal Code.
- Plans, oversees, and coordinates the processing of claims, subpoenas, and summons against the Town; delegates the gathering of necessary information; interacts with other Town staff, the Town Attorney, and insurance representatives regarding claims.
- Plans, develops, and administers the Town's records management program, including providing for the safekeeping of critical records and historic documents of the Town through document imaging, recording with other agencies, and records retention scheduling and disposal.
- Oversees and maintains the Town website pages related to the functional area of assignment, including posting of agendas, minutes, various reports and general informational materials.
- Acts as a liaison to the Town Council, staff, other agencies and officials, and the general public.
- Notarizes documents for Town business and the general public.
- Administers the oath of office.
- Administers, coordinates, and implements Filing Officer services pursuant to the Political Reform Act, including Statements of Economic Interests, Campaign Statements, and Conflict of Interest code; ensures that all notifications and conflict of interest forms are maintained and kept up-to-date.
- Manages the Town's passport acceptance functions.

- Prioritizes and allocates available resources; reviews and evaluates program and service delivery, makes recommendations for improvement and ensures maximum effective service provision.
- Prepares and directs the preparation of a variety of correspondence, agendas, reports, procedures, ordinances, and other written materials.
- Monitors changes in laws, regulations, and technology that may affect office operations; implements policy and procedural changes as required.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation and supervision of staff.
- Principles and practices of budget development, administration, and accountability.
- Principles, practices, and procedures related to public agency record keeping, municipal elections, and the Town Clerk function.
- Functions, authority, responsibilities, and limitations of an elected Town Council.
- Automated and manual records management principles and practices, including legal requirements for recording, retention, and disclosure.
- Applicable Federal, State, and local laws, codes, and regulations.
- Principles and practices related to parliamentary procedure and conflict of interest.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

### **Ability to:**

- Recommend and implement goals, objectives, and practices for providing effective and efficient services.
- Plan, organize, schedule, assign, review, and evaluate the work of staff.
- Train staff in work procedures.
- Meet all legal requirements of the function in a timely and effective manner.
- Oversee and coordinate maintenance of the official records of the Town.
- Prepare official minutes, resolutions, and ordinances.
- Coordinate municipal elections within legal guidelines.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare clear, accurate, and concise reports, correspondence, policies, procedures, and other written materials.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.

- Interpret, explain, and ensure compliance with Town policies and procedures, complex laws, codes, regulations and ordinances.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Effectively represent the Town Clerks' office and the Town in meetings with governmental agencies, community groups, and various businesses, professional, and regulatory organizations and in meetings with individuals.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

**Education and Experience:**

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

Equivalent to an Associate's degree from an accredited college with major coursework in business or public administration, political studies, communications, or a related field, and five (5) years of experience in municipal government, preferably with a Town or City Clerk's Office, including two (2) years of supervisory experience.

License:

- Valid California class C driver's license with satisfactory driving record and automobile insurance.
- License as a Notary Public highly desirable.
- Certification as a Certified Municipal Clerk is required within a timeframe specified by the Town.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various Town and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard, typewriter keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

### ENVIRONMENTAL ELEMENTS

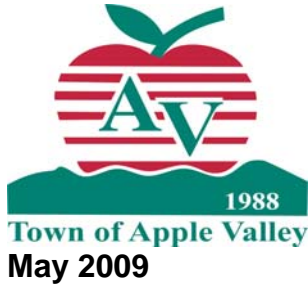
Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

### WORKING CONDITIONS

Is required to attend off-hour and evening meetings.

### SALARY RANGE

\$7,783 to \$10,997 Monthly



FLSA:

EXEMPT

## JOB DESCRIPTION

### PUBLIC INFORMATION OFFICER

#### DUTIES

The Public Information Officer (PIO) is an appointed position and works at the pleasure of the Town Manager and shall be responsible for providing staff assistance by communicating between municipal government and the community and assisting in assuring that public expectations are met with regard to services and programs provided by the Town.

Duties include, but are not limited to, developing, maintaining and monitoring an effective community relations program; attending meetings; facilitating the development of strategies for addressing issues; presenting solutions to problems before citizens or public groups; developing information for news media to keep citizens informed on Town programs and community projects; investigating complaints and attempting to resolve conflicts and improve understanding through instruction and education; providing periodic reports relative to the efficiency and effectiveness of community relations programs and maintaining such records; assisting in determining the best method to disseminate information; conducting polls and surveys periodically to determine attitudes of citizens on a variety of subjects; conducting programs of media relations on behalf of the Town; advising employees on community relations and conduct with the media.

In addition, developing and coordinating various Town and employee newsletters and publications; developing and distributing routine media information releases and public service announcements; preparing special mailings concerning critical issues; serving as liaison with other broad based community organizations and public agencies to coordinate public information gathering and distribution; participating on various committees and task forces as assigned; preparation of speeches for the Mayor and Town Council; serving as the public information officer during emergency operations; and performing additional duties as assigned.

The Public Information Officer shall observe professional ethics in maintaining confidential information acquired in the course of employment.

#### SUPERVISION

The Public Information Officer shall report directly to the Town Manager and shall demonstrate sufficient initiative to accomplish assigned tasks. The Public Information

Officer shall, routinely inform the Town Manager of any unusual or questionable conditions encountered in the area of responsibility.

### **QUALIFICATIONS**

The Public Information Officer shall possess any combination of education and experience equivalent to completion of two (2) years' education in communications, business or public administration, or a related field, and two (2) years of progressively responsible public relations experience; and possess a valid California Driver's License, a good driving record and valid automobile insurance.

### **Position Description – continued Public Information Officer**

### **WORKING CONDITIONS**

The Public Information Officer shall be exposed to those conditions normally encountered in a business office environment. Physical demands are light, consisting primarily of sitting, standing and walking, with close attention to written and verbal detail. Attendance at night meetings, in addition to the normal workday, is required.

### **JOB RELATIONSHIPS**

The Public Information Officer shall have continuous contact with citizens of the community, municipal officials, employees of the Town of Apple Valley, and members of the commercial, industrial and business sectors. The Public Information Officer shall cooperate with these individuals in accomplishing assigned tasks.

### **WORKERS SUPERVISED**

The Public Information Officer shall provide general supervision to all assigned individuals.

Salary Range:  
\$7,597 to \$10,734 monthly