



December 2019  
FLSA: Exempt

## **ASSISTANT TO THE TOWN MANAGER**

### **DEFINITION**

Under general direction, provides highly responsible and complex staff assistance to the Town Manager on major Town-wide policies and planning of long-term departmental programs, activities, and operations; analyzes practices and procedures and makes recommendations for organizational, operational, policy, and procedural improvements; conducts needs analyses, feasibility studies, and program evaluation for assigned programs; plans, organizes, oversees, coordinates and reviews the work of staff related to of the public information program and activities, officials, outside agencies, and the public; fosters cooperative working relationships among Town departments and with intergovernmental and regulatory agencies and various public and private groups; provides highly responsible and complex professional assistance to the Town Manager in areas of expertise; performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Town Manager. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general supervision over professional, technical, and administrative support staff.

### **CLASS CHARACTERISTICS**

This is a single-position classification that plans, develops, and implements policies and procedures for assigned Town-wide programs, including program and project budget preparation, contract administration, management analysis, and program evaluation. 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. Performance of the work requires the use of considerable independence, initiative, and discretion within established guidelines.

### **EXAMPLES OF TYPICAL 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.*

- Assists in developing goals, objectives, policies, procedures, work standards, and administrative control systems.
- Conducts a variety of analytical and operational studies and surveys regarding departmental and Town-wide programmatic activities, including complex financial, budget, personnel, operational, or administrative issues or questions; evaluates alternatives, makes recommendations, and assists with the implementation of procedural, administrative, and/or operational changes after approval; prepares comprehensive technical records and reports, identifies alternatives, and makes and justifies recommendations.
- Participates in and oversees the development and administration of program budgets; analyzes and makes recommendations on budget requests; monitors revenues and expenditures; identifies and recommends resolutions for budgetary problems.

- Represents the Town Manager at meetings by making presentations to explain program or project status; answers questions or arranges for compilation of data to assist in decision-making process.
- Participates in the formulation, strategic development, implementation, and evaluation of the Town's communications, marketing, and community relations programs, projects, and activities by selecting, preparing, responding, and distributing publicity releases through all available media; arranges information news releases; performs other related duties in the distribution of information.
- Plans and oversees development of town-wide marketing materials, publications, and other outreach materials, including newsletters, general interest materials, banners, website content, and brochures.
- Participates in the development and management of the Town's image, including review of materials developed by other departments for public distribution and marketing programs, projects, and issues of importance to the Town.
- Drafts speeches, talking points, correspondence and provides other professional assistance to the Town Council and Town Manager.
- Plans, designs, develops, organizes, oversees, and administers multiple highly complex Town-wide programs and projects; develops and manages program budgets, including revenue projections, multi-year cash flow analysis, cost containment, and grant funds disbursement; directs all aspects of assigned programs, including legal and regulatory compliance.
- Serves as a liaison with employees, public, and private organizations, community groups, and other organizations on behalf of the Town Manager; provides information and assistance to the public regarding the assigned programs and services; receives and responds to complaints and questions relating to assigned area of responsibility; reviews problems and recommends corrective actions.
- Develops and implements new or revised programs, systems, procedures, and methods of operation; compiles and analyzes data, and makes recommendations regarding staffing, equipment, and facility needs.
- Provides highly complex staff assistance to the Town Manager, including conducting specific and comprehensive analyses of a wide range of municipal policies involving organization, procedures, finance, and services; prepares and presents staff reports and other necessary correspondence.
- Participates in selecting, motivating, and evaluating of assigned staff; provides or coordinates staff training; works with employees on performance issues.
- Directs the work activities of assigned clerical and technical personnel; prioritizes and coordinates work assignments; reviews work for accuracy; recommends improvements in workflow, procedures, and use of equipment and forms.
- Communicates orally, in writing, or through graphic representations and statistical summaries with colleagues, managers, employees, the public, organized employee groups, and representatives of various organizations.
- Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.
- Public agency budgetary, contract administration, and Town-wide administrative practices related to the functions of the assigned area.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs; principles and practices of municipal government administration.
- Applicable Federal, State, and local laws, codes, regulations, and policies, technical processes, and procedures.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.

- Technical, legal, financial, and public relations issues associated with the management of Town programs.
- Methods and techniques for the development of presentations, contract negotiations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
- Record keeping principles and procedures.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and Town staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination.
- Computers and software programs (e.g., Microsoft software packages) to conduct, compile, and/or generate documentation.
- Principles, practices and procedures related to media relations, reporting, and news writing.
- Legislative activities of federal, state and local governments.
- Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.

**Ability to:**

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for assigned programs.
- Work cooperatively with, provide staff support to, and implement the policies of the Town Manager.
- Prepare and administer program and project budgets; allocate resources in a cost effective manner.
- Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.
- Plan, organize, direct, and coordinate the work of supervisory, technical, and office support staff.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Effectively administer special projects with contractual agreements and ensure compliance with stipulations; effectively administer a variety of programs and administrative activities.
- Effectively represent the Town in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- 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.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of 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, public policy, or a related field and five (5) years increasingly responsible professional administrative and analytical experience in municipal government, including experience in strategic planning, policy analysis, and organizational development, including one (1) year of supervisory experience.

**Licenses and Certifications:**

- 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 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.

**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.