

COMMUNITY ENGAGEMENT MANAGER

DEFINITION

Under the supervision of the City Manager, this leadership position provides a wide variety of skills related to community engagement, strategic partnerships, and public communication to advance the City's goals. The Manager will strengthen, create, coordinate, and facilitate high-impact public/private, cross-sector community engagement and strategic partnerships with residents (youth, adults, and seniors), businesses, educational, non-profit, philanthropic, and other governmental entities.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the City Manager. May exercise direct and indirect supervision over assigned functions, professional, technical, supervisory, and clerical positions.

CLASS CHARACTERISTICS

This is an administrative management level class FLSA-exempt position. This position is responsible for creating and implementing systems to engage community members in local government and as partners in positively impacting Soledad and advancing City goals and priorities. This position will also manage the City's communication strategy, serving as the primary media contact, developing and delivering clear, accurate, and timely information to the public through press releases, the website, media briefings, social media, and other communication channels.

This position requires a high level of professional judgment and is performed with considerable autonomy in decision-making and execution of duties. The role demands tact, discretion, and strong analytical skills, along with comprehensive knowledge of departmental and City operations. Responsibilities include interpreting policies, procedures, and regulations, engaging frequently with the public, and conducting research and reporting to support effective program delivery.

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.

Community Engagement

- Leads the development of a comprehensive community engagement and strategic partnership plan with input from the City Manager and Department Directors.
- Promotes ongoing civic participation by creating opportunities for residents to share their input and get involved in City initiatives; Expands the role of the Civics Academy and recruits more participants.

- Supports advisory groups, youth councils, and volunteer programs to increase community involvement.
- Convenes and facilitates community meetings, ensuring each meeting has clear objectives and produces meaningful results.

Communication & Public Information

- Reviews and updates the City’s Communication Policies annually.
- Manages and coordinates the City’s communication platforms to ensure consistent, accurate, and unified messaging across all departmental projects and initiatives.
- Develops clear, engaging communication materials for traditional and social media outlets, including videos, press releases, press kits, newsletters, flyers, brochures, reports, and presentations, and provides guidance to departments in creating effective media and public information content.
- Oversees the City’s social media, website, and other communication platforms to deliver timely, accurate, and accessible information to the public.
- Translates complex City policies and processes into understandable language for the public.

Strategic Planning & Program Development

- Develops and implements community engagement and public information strategies that advance City priorities and Council goals.
- Proactively identifies, pursues, and secures funding opportunities—including grants, sponsorships, and donations—to generate new resources that strengthen City initiatives in economic development, affordable housing, youth programs, infrastructure, parks, and public safety.
- Builds and maintains collaborative relationships with businesses, nonprofits, philanthropic organizations, and government agencies to design and support programs that leverage external resources, enhance community impact, and promote long-term sustainability of City initiatives.
- Continuously evaluates strategic partnerships and programs to improve outcomes and ensure accountability.
- Participate in cross-departmental work teams to complete multi-department projects, share Information, improve City-wide systems, and enhance community relationships.

Support for City Leadership

- Advises the City Manager, City Council, and department heads on communication strategies, media relations, and public engagement efforts.
- Prepares the City Manager, Council, and department directors to serve as spokespersons for the media and acts as the City’s official spokesperson when appropriate.
- Assists the City Manager in delivering consistent, timely, and clear communication to the City Council and in educating City leadership about community feedback, concerns, and opportunities.
- Plans, coordinates, and manages citywide special events, public forums, workshops, and other outreach initiatives; provides guidance and assistance to departments when a single department leads outreach efforts.

Legislative Advocacy & Committee Support

- Monitors state and federal legislation affecting the City and supports the City Manager and Legislative Committee in developing and maintaining the City’s Legislative Platform.

- Coordinates the City’s response to state and federal legislation and assists with advocacy efforts, including direct engagement with elected officials to promote City initiatives.
- Manages and provides staff support for the City’s Legislative Committee and Ad Hoc Immigration Committee, including preparing agendas, coordinating meetings, following up, and communicating with the public.
- Builds and strengthens coalitions with regional partners and stakeholders to advocate for policies that benefit Soledad residents and support community priorities.

Administration, Supervision, & Reporting

- Supervises and trains the Community Engagement Coordinator and collaborates with the Human Relations Manager to develop a work plan for the Coordinator and conduct regular performance evaluations.
- Manages and oversees consultants to ensure services are delivered effectively, within scope, and on budget.
- Assists in preparing, managing, and monitoring the Community Engagement budget to ensure fiscal responsibility and effective use of resources.
- Ensures compliance with City policies and purchasing procedures.
- Handles any required reporting for Community Engagement-related grants, sponsorships, or donations.
- Maintains accurate records of community engagement activities and presents an annual report to City Council
- Prepares staff reports, resolutions, contracts, presentations, and updates for the Council.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Methods for successfully building relationships and trust with people from diverse cultural backgrounds; promoting collaboration and breaking down barriers within organizations and among community members.
- Principles and practices of public administration, including strategic planning, program development, budgeting, and personnel management.
- Public information and communications practices, including the preparation of reports, press releases, newsletters, brochures, flyers, proclamations, social media content, and other informational materials.
- Governmental organization, operations, legislative processes, and advocacy strategies and techniques for effectively representing City interests.
- Supervision, employee development, performance evaluation, and team leadership.
- Techniques of organizing, facilitating, and managing community meetings, workshops, townhalls, open houses, and advisory committees.
- Customer services and community relations, including serving as the City’s representative, responding to public inquiries, and facilitating collaborative solutions.
- Current trends, best practices, and emerging technologies in community engagement, public communication, and local government operations.

Ability to:

- Apply a collaborative, input-oriented management philosophy that values innovation, partnerships, and inclusive problem-solving.

- Analyze complex problems, evaluate alternatives, anticipate outcomes, and implement effective solutions aligned with City goals.
- Foster a cooperative, respectful, and culturally inclusive environment that supports teamwork, community goals, and consensus-building.
- Represent the City and City Manager with professionalism, integrity, and ethical standards.
- Work independently and adaptively while thriving in a team environment with minimal supervision.
- Exercise critical and creative thinking to connect ideas and approaches in innovative ways.
- Establish effective working relationships with City staff, elected officials, community members, and diverse stakeholders.
- Communicate clearly and persuasively with audiences of varied backgrounds in oral and written forms.
- Facilitate meetings, workshops, and public discussions both in person and online, and effectively manage social media engagement.
- Influence, motivate, and inspire participation without relying on authority, while building trust and helping people navigate change.
- Plan, organize, and manage projects, set priorities, meet deadlines, and evaluate outcomes.
- Maintain accurate records, prepare clear and relevant reports, and present information effectively to different stakeholders.
- Recruit, train, and mentor staff and community members to improve engagement and communication skills.
- Use technology proficiently, adapt to new systems, and support a modern, paperless work environment.
- Demonstrate tact, initiative, discretion, and sound judgment in sensitive or political situations.
- Model and promote the City's values of community engagement, youth leadership, service, integrity, responsibility, innovation, and teamwork.

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:

Any combination equivalent to a bachelor's degree in Urban Planning, Public Policy, Public Administration, Public Health, Business Administration, Nonprofit Administration, or a related field. A master's degree is preferred.

Experience:

Extensive employment history working in municipal, county, or state government, preferably in California, or a comparable non-profit organization with at least five (5) years of progressively responsible professional experience.

Desirable Qualifications:

- Bilingual English & Spanish
- Extensive network in Monterey County and understanding of local issues, especially in South County.
- Grant-writing and management, fundraising, or coordinating capital campaigns.
- Proven experience, expertise, and certification related to effective public engagement, facilitation, strategic planning, assessment, and evaluation.

License:

- Possession of a valid California Class C driver's license with a satisfactory driving record is required.
- Possession of a safe driving record acceptable to the City's standard insurance policy.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; operate a motor vehicle to visit various City 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.