

# COMMUNICATIONS MANAGER

City of Burbank, CA





## CITY OF BURBANK

Nestled between the Hollywood Hills and the Verdugo Mountains in the heart of Los Angeles County, Burbank is a picturesque city with a small-town feel that belies its prominent position in the world of entertainment. Burbank is, in fact, home to some of the biggest names in the entertainment business, including Walt Disney Studios, Disney Channel, Warner Bros., ABC, iHeart Radio, Nickelodeon Animation, Dick Clark Productions and Cartoon Network. These iconic companies, along with the City's theaters, restaurants, shops, nightspots, and festivals, attract nearly 10 million tourists and visitors each year to the "Media Capital of the World". However, as Burbank's 108,000 residents know, the City has a lot more to offer.

Burbank's diversified economic base provides full-time employment opportunities for approximately 130,000 individuals across a wide variety of industries including high tech, retail, finance/banking and hospital/medical. In addition, the 17.16 square mile city has 41 public parks and facilities, a public golf course, equestrian trails, bike paths, a weekly Farmer's Market, outstanding municipal services, an innovative recycling program, and high performing schools. Named one of the nation's 100 Best Communities for Young People in 2008 and 2010, the City was also ranked the 16th safest city to live in the United States in 2016 by BusinessInsider.com.

Burbank is a full-service city built by people, pride, and progress. In addition to Police, Fire, Parks and Libraries, Burbank has its own airport, wastewater treatment facility, recycling center, and landfill. It also operates its own water and power systems.

To learn more, visit [www.burbankca.gov](http://www.burbankca.gov).

## THE CITY GOVERNMENT

Burbank is a Charter City with a Council-Manager form of government. Five City Council Members serve staggered, four-year terms, and each year the Mayor is chosen by the Council as the presiding officer. The City Council is supported by numerous advisory Boards, Commissions, and Committees whose volunteer members are appointed by the elected body. The City Manager and City Attorney are appointed by the City Council. The City Treasurer and City Clerk are elected at-large to four-year terms. Other City Departments include Community Development, Management Services, Information Technology, Financial Services, Public Works, Police, Fire, Burbank Water & Power, Library Services, and Parks & Recreation. The City maintains a workforce of approximately 1,400 staff and operates with a total budget of \$663 million. Its General Fund budget is \$167 million. (Financial data based on FY 2017-18 budget.)

## THE POSITION

Reporting to the Assistant City Manager, the Communications Manager's dual mission is to:

- Increase community access to City services and activities, and
- Boost public awareness and engagement

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To successfully carry out this mission, the Communications Manager oversees the City's Public Information Office and develops, directs, oversees, and implements a comprehensive public relations program utilizing various forms of media, including social media, print media, electronic media, and video production. This person also oversees distribution of information to the public; oversees the City's official website and primary social media sites; represents the City and City Officials on designated occasions; attends meetings of the Council, boards, commissions, and committees as required; promotes City-sponsored community events, activities, and programs; and acts as a liaison to citizens, schools, and community groups in providing information and promoting a positive image of the City.

Additional duties include serving as City's primary spokesperson; directing video production staff; overseeing the City's cable TV station (The Burbank Channel); administering the City's cable franchise agreements; assuring the maintenance of records and press clippings on City activities for historical purposes; managing and performing technical services for the Mayor and City Council as requested by the City Manager; answering inquiries by telephone or in person to accurately provide information requested or to refer people to the proper source of information; and serving as main point of contact for the media.

The Communications Manager leads a team of approximately seven professionals and is responsible for managing and overseeing the training and professional development of employees in addition to making personnel decisions regarding hiring, promotions, and terminations. The Communications Manager's office is well-funded and well-equipped.

## THE IDEAL CANDIDATE

The ideal candidate for this highly visible and influential position will be an outstanding communicator who drives positive outcomes and helps the City reach its goal of expanding the reach and frequency of communication. This person will proactively connect community members with the City, intelligently employ social media to disseminate real time information to the public, and skillfully use metrics to gauge how effective the City's outreach efforts are. The new Communications Manager will lead the transformation of the Public Information Office from a video production-focused entity to a strategic partner that uses modern communication and media techniques to help strengthen and build the Burbank community.

Burbank's next Communications Manager will be a strategic and compelling leader who advises the City Council and City staff on the most effective means for sharing information with and seeking feedback from the community. He or she will always seek opportunities to tell the City's story and be effective in encouraging and teaching others to do the same. This individual will also guide, develop, and mentor staff. In summary, the successful candidate will be a responsive, responsible communications professional with a high degree of emotional intelligence who builds trust and confidence in the City's commitment to delivering a full range of quality services to its residents, employers, workers, and visitors.

### Education and Experience

Any combination of education and/or experience that has provided the knowledge, skills, and abilities necessary for acceptable job performance as determined by the City. Example combination includes, but is not limited to a Bachelor's degree in journalism, public relations, English, or a related field and four years of administrative, management or public relations experience. Prior experience as a supervisor, coach, and mentor is preferred.

### Licenses and Certificates

Possession of a valid California Class C driver's license or equivalent at time of appointment.

## COMPENSATION AND BENEFITS

The City of Burbank offers an excellent compensation and benefits program. The salary range for this position goes up to \$128,703. Placement within the range will be dependent upon the qualifications of the selected candidate. The City's benefits program includes:

- CalPERS Retirement: 2.5% @ 55 for Classic PERS participants. 2.0% @ 62 for new PERS participants. The City does not participate in Social Security.
- Deferred Compensation Program: 457 plan with City matching employee contribution up to \$75/month.
- Retiree Medical Trust: City contributes \$50/pay period for Retiree Medical Trust.
- Cafeteria Plan: Between \$570 and \$1,390/month depending on medical enrollment and plan selection.
- Dental Insurance: City paid family coverage.
- Vision Plan: City paid for employee only; dependents may be added at additional cost.
- Universal Leave accrual rates (includes vacation and sick leave):
  - Less than 5 years of service 16.167 hours/month
  - 5-14 years of service 19.500 hours/month
  - 15+ years of service 22.834 hours/month
- The Department Director may grant an additional 40 hours of Universal Leave per calendar year.
- Option to cash out up to 350 hours per fiscal year.
- Holidays: 10 days annually.
- Tuition Reimbursement: 75% up to \$3,200 per fiscal year.
- Life Insurance: City paid \$50,000 policy.
- Accidental Death & Dismemberment (ADD) Insurance: City paid \$52,000 policy.

Additional benefits include: Employee assistance program (EAP), military leave, short term/long term disability insurance, and City held ADD coverage specific to work related accidents.

## HOW TO APPLY

Please **apply on-line** by **August 7, 2017**, at [www.allianceRC.com](http://www.allianceRC.com). For questions and inquiries, please contact:

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