



## TOWN OF YOUNTVILLE JOB DESCRIPTION

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### COMMUNICATIONS DIRECTOR/TOWN CLERK

#### **GENERAL PURPOSE**

Performs complex supervisory, administrative, and professional work in planning, organizing, reviewing, and evaluating the activities of the Communications Director/Town Clerk department under the general direction of the Town Manager. Directs public information and media communications activities of the Town; conducts elections; maintains public records; coordinates the legislative program; coordinates all regular, special, and adjourned meetings, agendas, and minutes; manages contracts administration; oversees legal notifications of various Council meetings; and oversees the preparation of agenda materials and minutes for Town Council meetings. The Communications Director/Town Clerk is a member of the Town's management team.

#### **DISTINGUISHING CHARACTERISTICS**

The Communications Director/Town Clerk department is comprised of one full-time Director, one full-time Deputy Town Clerk – Records Coordinator, one full-time Information Technology Systems Administrator, and one part-time Marketing Specialist. The Director is responsible for the overall functions of the department and management of the Communications Director/Town Clerk department staff. This position is classified as Fair Labor Standards Act (FLSA) Exempt.

The incumbent in this position provides staff support to the Town Council and must possess a high degree of initiative, independent judgment, understanding, and organizational ability, and be responsible for handling sensitive information with diplomacy and discretion.

#### **SUPERVISION RECEIVED/EXERCISED**

General direction is received from the Town Manager in accordance with standard procedures, policies, and statutory regulations, but there is wide latitude for independent action in the administration of the on-going day- to-day operations, in accordance with the Municipal Code, Town ordinances and regulations, and federal and state law. This position directly supervises all staff within the department.

#### **IMPORTANT AND ESSENTIAL DUTIES (ILLUSTRATIVE ONLY)**

The Communications Director/Town Clerk is responsible for, but not limited to, the following duties:

##### **TOWN CLERK FUNCTIONS:**

- Develops and directs the implementation of goals, objectives, policies, procedures, and work standards for the department; prepares and administers the department budget.
- Plans, organizes, administers, reviews, and evaluates the work of professional consultants and department staff.
- Selects, trains, motivates, and evaluates department personnel; provides or coordinates staff training; conducts performance evaluations; maintains high standards necessary for the efficient and professional operation of the department.

- Maintain a physical presence in the office in order to supervise staff, perform administrative duties and meet with vendors and the public.
- Contributes to the overall quality of the department's service by developing, reviewing and implementing policies and procedures to meet legal requirements and Town needs; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Represents the Communications/Town Clerk Department to other Town departments, elected officials, and outside agencies; explains and interprets departmental programs, policies, and activities; negotiates and resolves significant and controversial issues.
- Oversees the operations of the Town-wide records management program, document imaging system, and records preservation and destruction; sets and ensures legal compliance retention schedules for Town records; develops and updates records retention policies and procedures; researches Town documents, historical information, and other information as needed; attests, indexes, and files all legislative actions.
- Maintains custody of the Town Seal, ensuring authentication of only approved documents.
- Responds to inquiries regarding public records, the California Public Records 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 any public record 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 with any requester in cases of unusual requests that may cause delays in obtaining all requested information.
- Attends and manages administrative responsibilities of Council and related meetings; provides for and/or records and prepares minutes of the proceedings.
- Follow-up on Town Council actions, as required; attests, publishes, and posts ordinances and resolutions, executes legal contracts; oversees the recording of documents, and prepares follow-up correspondence.
- Plans, manages, and conducts municipal elections and special elections; ensures conformance with the California Elections Code, Political Reform Act, and other legal requirements; coordinates, receives, and certifies sufficiency/insufficiency of ballot measures, initiative petitions, arguments, rebuttals, referendums, recalls, and impartial analyses; prepares municipal legislation as required; prepares candidate's notebooks and provides necessary information to candidates, committees, and the public; serves as filing officer for the Fair Political Practices Commission for campaign disclosure filings; maintains election documents for public inspection; oversees printing of sample ballot material; declares election results; administers and files oaths of office
- Serves as Filing Officer and Filing Official for the Political Reform Act; manages the Town's disclosure requirements for designated employees, including composing and presenting legislation; ensures all candidates, political committees, elected officials, appointed officers, and designated employees file timely and complete campaign disclosure forms; distributes forms and notifications; conducts required audits; advises candidates, committees, and treasurers on filing requirements; determines and collects fines for late filing; ensures campaign contribution limits and other requirements are

met; corresponds with the Fair Political Practices Commission (FPPC) as appropriate.

- Administers and manages a variety of functions in the Town Clerk's Office including ensuring compliance with legal acts, including the Maddy Act; processing, filing, recording, and countersigning various documents and records; attesting all official documents of the Town; receiving and distributing all subpoenas and claims; and preparing State filings.
- Maintains the Town's Municipal Code by tracking ordinances and providing for their publication and distribution; administers in-house updates of the Municipal Code.
- Oversees and maintains the Town website's Town Clerk's page, including posting of agendas, minutes, various reports, and general informational materials.
- Administers the oath of office.
- Manages the Town's Boards and Commissions program.
- Administers the public hearing process for the Town Council; supervises the coordination of public hearing packets and public notices of hearings in accordance with various government code requirements and legal deadlines.
- Mails, receives, and opens all public bids for Town projects.
- 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.
- Coordinates bi-annual Ethics training in compliance with AB 1234 and ensures compliance.
- Coordinates bi-annual Harassment training in compliance with AB 1661 and ensures compliance.
- Directs and manages Deputy Town Clerk in carrying out any functions outlined above as necessary.
- Performs other duties and responsibilities as assigned.

#### COMMUNICATIONS FUNCTIONS:

- Develops and directs the implementation of goals, objectives, policies, procedures, and work standards for the department; prepares and administers the department's budget.
- Coordinates Communications/Town Clerk Department activities with those of other departments and outside agencies and organizations; provides staff assistance to the Town Manager and Town Council; prepares and presents staff reports and other necessary correspondence.
- Maintain a physical presence in the office in order to supervise staff, perform administrative duties and meet with vendors and the public.
- Directs, oversees, and participates in the Communications/Town Clerk Department work plan; assigns work activities, projects, and programs; monitors workflow; reviews and evaluates work products, methods, and procedures.
- Directs the design and implementation of marketing and advertising campaigns to promote Town services, activities, programs, and special events.
- Collaboratively develops, maintains, and promotes the Town's brand.

- Serves as the Town's Public Information Officer, and performs all duties related to that function.
- Identifies challenges and emerging issues facing the Town; collaborates with the executive team to recognize internal and external communications opportunities and solutions and defines and executes appropriate strategies in response.
- Establishes short- and long-range goals and implementation plans for department services. Supervises and participates in the development and administration of the department budget; directs the forecast of additional funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; implements mid-year adjustments.
- Selects, trains, motivates, and evaluates personnel; provides or coordinates staff training; conducts performance evaluations; maintains high standards necessary for the efficient and professional operation of the department.
- Plans, organizes, directs, and participates in the Town's public information and media relations activities including developing and implementing internal and external communications strategic plans.
- Directs the communications content of press releases, Town website information, electronic communication and newsletters, speeches, responses, and related materials for public information purposes.
- Performs other related duties and responsibilities as assigned.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

### **Knowledge of:**

- All facets of Town Clerk operations and municipal services.
- Government and Municipal code, the Ralph M. Brown Act, Elections Code, Political Reform Act, and the Public Records Act.
- Records Management principles and practices.
- Advanced principles, techniques and practices of public information, media, marketing, and public relations. Modern administrative and management principles, procedures and techniques particularly as applied to the overall management of a comprehensive communications/community relations program.
- Principles, practices, and concepts of open government, citizen participation, and operational characteristics, services, and activities of municipal government.
- Effective outreach strategies and techniques for engaging community, neighborhood organizations, and other such organizations.
- Effective public presentation methods to attract and inform a variety of audiences.
- Political issues, community development issues, and legislative developments of importance to the community and Town.
- Administrative principles and practices, including goal setting, program development, implementation and evaluation and supervision of staff, either directly or through subordinate levels of supervision.

- Applicable City, state, and federal laws, codes, and regulations.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups and various business, professional, regulatory, and legislative organizations.
- Techniques for dealing with a variety of individuals from various socio-economic, cultural, and ethnic backgrounds, in person, and over the telephone.

**Ability to:**

- Demonstrate experience and leadership in managing comprehensive strategic communications, media relations, and marketing programs to advance an organization's mission and goals.
- Organize, supervise, and coordinate the work of subordinate employees.
- Analyze difficult problems, develop a positive course of action, and follow through on its implementation.
- Demonstrate sound professional judgment, reason logically, and think imaginatively and creatively.
- Prepare a wide variety of effective, professional, attractive, and economical communication tools, using both traditional and social media, for a variety of audiences.
- Prepare and present clear, effective, and accurate staff reports, correspondence, policies, procedures, and other oral and written materials.
- Make effective public presentations in routine and emergency situations.
- Establish and maintain effective relationships with those contacted in the course of the work.
- Develop and maintain good public relationships with Town Council, commissions, and boards.
- Use initiative and independent judgment within established policy and procedural guidelines.
- Take a proactive approach to customer service issues.
- Actively manage the department's staff so that a strong orientation toward public service, teamwork, the development of high-quality products, and the achievement of desired results is maintained.
- Organize own work as well as the work of others, set priorities, meet critical deadlines, and follow-up on assignments with a minimum of direction.
- Plan, distribute, direct, coordinate, review, and evaluate the work of assigned staff and train staff in work procedures.
- Administer programs and the work of professional, technical, and office support staff.
- Select, train, motivate, and evaluate the work of staff.
- In coordination with the Town Attorney, interpret, apply, and explain complex laws, codes, regulations, and ordinances.
- Effectively represent each department and 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 otherwritten materials.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines.

## **EDUCATION AND EXPERIENCE**

Sufficient education and experience to satisfactorily perform the duties of this classification are required. A typical way to obtain the knowledge and abilities would be:

**Education:** Graduation from a four-year college or university with major course work in business, communications, public administration, or a related field is required. A master's degree is preferred, preferably in business, communications, or public administration.

**Experience:** At least three years as a Town Clerk or Deputy Town Clerk, with communications or public relations background desired. Experience in a supervisory capacity preferred.

## **LICENSES, CERTIFICATES AND REGISTRATIONS**

Certification as a Certified Municipal Clerk (CMC) from the International Institute of Municipal Clerks is required. Certification as a Master Municipal Clerk (MMC) is preferred.

## **PHYSICAL DEMANDS/WORKING CONDITIONS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person 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 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 weighing up to 15 pounds.

Because the working environment is in a public administrative setting, the incumbent works with confidential documents, frequent deadlines, and constant interruptions. Working in an office environment is required in this position. The incumbent must travel to and from work site and will be required to interact with customers with varying dispositions.

Approved: *Brad Paulston* Resolution: 24-4330  
Town Manager

Effective: 12/17/2024