

COMMUNITY PARTNERSHIP MANAGER

DEFINITION

Manages neighborhood, constituent, and community relations, events, and engagement activities on behalf of the City Manager's Office with the objective of supplementing and complementing City services designed to preserve and enhance the livability, community building, and quality of life in the City and its neighborhoods.

DISTINGUISHING CHARACTERISTICS

This classification is a single position classification located in the City Manager's Office. This position requires the frequent use of independent judgment and the performance of complex professional level duties. Incumbents are responsible for the management and implementation of specific project areas including the coordination of responses to constituent and neighborhood concerns; the recruitment and management of community volunteers and interns; and the creation and leveraging of inter-agency and stakeholder partnerships. Specialized knowledge of public policy processes and practices, and the ability to effectively utilize community organization principles and techniques are required.

SUPERVISION RECEIVED

Reports to the Communications and Marketing Officer for general supervision and guidance in setting goals, objectives, and priorities, and the means of accomplishing them.

SUPERVISION EXERCISED

May provide lead, technical and functional supervision of assigned staff, interns, and/or community volunteers on a regular or as-needed basis.

ESSENTIAL DUTIES

Duties may include, but are not limited to the following:

Under the general direction of the Communications and Marketing Officer, designs, implements, monitors and supports the success of neighborhood, community-engagement and constituent-relations activities, events, programs and projects undertaken with the objective of preserving and enhancing the livability, community building, and quality of life in the City and its neighborhoods.

Oversees and coordinates the citywide process for community volunteers and interns including recruitment, organization, supervision and evaluation of programs and participants.

ESSENTIAL DUTIES (continued)

Serves as project manager responsible for difficult and complex assignments, including: the coordination of multi-departmental responses to community concerns and the creation and leveraging of citywide and stakeholder partnerships.

Manages and coordinates City public art initiatives, community-building special events, the City of Hayward's Sister-City Program, and the production of Mock City Hall sessions for Hayward Unified School District high school students and educators.

Manages and facilitates the intake, tracking of, and inter-departmental responses to community needs and concerns reported to and/or received by the City Manager's Office, including issues related to referrals, community concerns, reporting corrections, and other matters touching on neighborhood and citywide livability.

Negotiates and coordinates activities and events involving community members, community and faith-based service organizations, formal and informal community groups, business owners, individual residents, and other public officials.

Serves as a liaison between various City and community programs and services, public agencies, and neighborhood partnership organizations to facilitate the effective coordination and delivery of needed services and resources.

Prepares and supports delivery of public presentations and written materials using a variety of media for both small and large audiences at varying levels and modes of literacy, including non or limited-English fluent audiences.

Assists in the development and implementation of the Community and Media Relations Division goals, policies, and priorities, and in the high-level preparation of the Division budget.

Prepares, monitors, and coordinates consultant and service contracts.

Provides technical and functional supervision to professional, technical, and clerical personnel on a regular or as-needed basis. Recruits trains, coordinates, supervises, and evaluates community volunteers and interns.

Researches, analyzes, plans, and implements neighborhood-based engagement activities, projects, programs and events.

Performs other related duties as assigned.

JOB RELATED AND ESSENTIAL REQUIREMENTS

Knowledge of:

Public administration and public policy processes; grass roots community and neighborhood organization principles and techniques.

Community needs assessment methodologies.

Event production and program development, monitoring, and evaluation methods.

Budget development and administration methods, principles, and practices.

Volunteer and personnel recruitment, management, and evaluation principles and practices.

Codes, ordinances, and regulations that are enforced by local government.

Group facilitation, mediation, negotiation, and community problem solving principles and techniques as well as methods for organizing and motivating community groups to address common issues.

Local and regional community resources and services.

Ability to:

Effectively plan, organize, and facilitate large and small groups that include persons representing multiple and potentially competing interests, as well as a variety of cultures, languages, issues, and concerns.

Effectively plan, organize, administer, and coordinate multiple complex projects and activities in a timely and accurate manner, and appropriately adjust priorities as circumstances dictate. Appropriately exercise independent judgment while maintaining ongoing accountability for assigned duties.

Accurately interpret federal, state, and local laws, ordinances, and regulations.

Make accurate computations, as well as keep and maintain complete and accurate records.

Work effectively within a diverse team environment while establishing and maintaining cooperative working relationships.

Effectively and concisely communicate orally, visually, and in writing, using a variety of media to communicate for varying levels of literacy, including non or limited-English fluent audiences.

JOB RELATED AND ESSENTIAL REQUIREMENTS (continued)

Ability to (continued):

Perceive responsibilities within the context of citywide goals and objectives and approach assignments with a customer-oriented focus.

Effectively provide functional and technical supervision.

Plan and effectively administer budgets involving a variety of public and private funding sources.

EXPERIENCE AND EDUCATION

Any combination of experience and training that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Three years of recent progressively responsible professional experience in city, county or regional public administration, or other private or non-profit work experience involving community organization and development, program planning, implementation, monitoring, and evaluation; as well as volunteer recruitment and coordination.

Education: Graduation from an accredited college with a bachelor's degree or equivalent credits in social work, public administration, planning, or closely related field.

SPECIAL REQUIREMENTS

Essential duties require the mental and/or physical ability to:

work in a standard office environment and use standard office equipment and current software; safely drive to various locations throughout the City and County to manage, direct, coordinate and/or participate in meetings and community events in a variety of community settings and weather conditions; make effective presentations to public audiences; conduct City business during day and evening hours, including occasional weekend and irregular hours; grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse/trackball; sit for prolonged periods of time; stand, walk, reach, bend and safely lift and carry equipment and materials weighing up to 35 pounds; converse by telephone, by email, in person, and before small and large groups, and be clearly understood; read and comprehend legal, technical and complex documents; interact with the public and all different levels of City staff in an effective and professional manner. Essential functions must be performed with or without reasonable accommodation.

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PROBATIONARY PERIOD: One (1) Year

H730 Community Partnership Manager

May 2008

Revised June 2024

AAP GROUP: 2

FPPC STATUS: Designated

FLSA STATUS: Exempt