## SENIOR EXECUTIVE DIRECTOR-STRATEGIC AND COMMUNITY RELATIONS

### **MAJOR FUNCTION**

This is responsible executive-level work serving as a member of the Executive team which works with the City Manager to drive organization vision and strategies, and to develop effective long-range policies, plans and practices which affect its service delivery and relations with the public. The incumbent has responsibility to provide direction to assigned departments as well as focusing on development of city-wide innovation strategies and translating strategies into actionable steps with a focus on outcomes and increased efficiencies. Work involves frequent interaction with Executive Management, Appointed Officials, and the Leadership Team for the management of organizational development process issues, strategic planning efforts, and evaluation of departmental operations. Makes recommendations for improvements of efficiency and effectiveness of the organization and the workforce, as well as policy evaluation and general research. Work is performed under the general direction of the City Manager. Considerable independent judgment, discretion, and initiative are exercised in efficiently and effectively managing departments. Work is reviewed through reports, conferences, observations, analysis of reports, recommendations and by results achieved.

## ESSENTIAL AND OTHER IMPORTANT JOB DUTIES

#### **Essential Duties**

Works in conjunction with the other members of the Executive Team to ensure the leadership and performance of the City organization is aligned with the City's mission, vision, values, and City Commission Directives. Works closely with the Executive Team, Appointed Officials and Leadership Team to identify processes and develop strategies for meeting business goals and objectives. Participates in the strategic planning process to establish future direction for the City in conjunction with members of the Executive Team and advises the City Manager on issues of organizational and community-wide impact.

Provides broad managerial direction to assigned departments on non-routine problems and issues that arise. Sets objectives for departments and judges performance of department directors. Formulates and implements operational procedures as necessary to ensure individual departmental compliance with applicable policies and procedures and citywide regulations for use of allocated resources. Encourages cooperation, coordination of efforts, efficient use of resources and a service orientation to the citizenry in and between departments organization wide. Facilitates meetings and process improvement teams for on-going monitoring of operations. Creates effective measures for process improvement. Identifies and interprets best practices and integrates into programs. Provides advice and support to staff aimed at building organizational cohesion. Provides guidance to City staff in implementation of City policies and procedures. Plans and directs various efficiency initiatives, and other special projects. Helps employees create project timelines and departmental, inter-departmental, or inter-governmental studies, research projects, and deadlines.

Prepares correspondence, memos, reports, studies, agenda items, or presentations as may be required. Ensures staff's compliance with the City's equal opportunity initiatives, and related federal and state laws. Assists the City Manager in activities requiring interaction with other governmental bodies. Represents the City in meetings with and presentations to governmental, business, and civic leaders, and promotes the City's interests on key issues as needed. Conducts independent research on assigned topics and prepares reports for the City Manager, City Commission, and for distribution to department directors. Acts as organizational development and change management liaison and advisor to the organization's leaders. Coordinates the design and delivery of improved processes or policies.

Selects, advances, transfers, adjusts grievances, disciplines and dismisses assigned staff. Conducts performance appraisals and awards or denies merit raises.

## Other Important Duties

Attends City Commission meetings and various meetings/conferences with City department directors, staff, and the public. Performs related work as required. Ensures assigned departments are in compliance with the City's Fair Employment Practices plan, equal employment opportunity requirements, and related federal and state laws. Assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement; directs and implements changes.

### **Emergency Situations**

During an emergency situation, employees in this classification will be required to report and carry out duties as directed for the duration of an emergency. Depending on the nature of the emergency, this may require working extended hours for several days on short notice.

## **DESIRABLE QUALIFICATIONS**

## Knowledge Skills and Abilities

Thorough knowledge of modern management and leadership practices, procedures, theory, and organizational development and analysis methods. Thorough knowledge of sources of information related to problems of local government. Thorough knowledge of City customers, their needs, and desired levels of service. Through knowledge of financial planning and management principles and practices. Thorough knowledge of City programs, policies, and departments. Thorough knowledge of work distribution, process improvement, quality improvement, and project management. Considerable knowledge of statistical concepts and methods. Considerable knowledge of work measurement, work simplification procedures, and manpower evaluation. Knowledge of the principles of supervision, training, and performance evaluation. Ability to make use of information by analysis, correlation, creativity, and objectivity. Ability to analyze facts and exercise sound professional judgment to arrive at valid conclusions. Ability to develop and maintain effective working relationships with department directors, the general public, elected officials, supervisors, and subordinates. Ability to express ideas clearly and concisely, both orally and in writing. Ability to provide effective management and leadership skills in the direction of department directors using a participative and team decision-making model. Ability to execute within a regulatory/compliance environment. Ability to be responsive and persuasive at all levels of the organization. Ability to prepare and maintain reports relative to productivity analysis and quality improvement. Skill in using group dynamics, organizational development, and motivational language to garner and retain support for program and process success. Ability to effectively use technology to improve work products. Ability to maintain effective work relationships. Demonstrates skills in delegating responsibility and authority to the department directors while maintaining control through accountability. Possesses management style and values that are consistent with the City's mission and values. Demonstrates interpersonal facilitation and communication skills. Demonstrates a high level of ethical standards and professionalism. Demonstrates a commitment to continuous personal growth and development of leadership skills. Skill in the use of computers and the associated programs and applications necessary for successful job performance.

# Minimum Training and Experience

Possession of a bachelor's degree in public or business administration, public relations, communications, or a related field and five years of professional experience in public relations, communications, business consulting, process improvement, planning, and/or management areas; or an equivalent combination of training and experience.

# Necessary Special Requirements

Must possess a valid Class E State driver's license at the time of appointment.

An incumbent of this job classification will be required to file a financial disclosure statement with the Supervisor of Elections in their county of residence, in compliance with Florida Statutes, Chapter 112, Part III. Such filing is required within 30 days of placement in a covered position, annually thereafter by no later than July 1 of each year in which they serve in the covered position, and within 60 days of leaving the covered position.

Established:	07-31-16
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