

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

ENACTMENT OF RESOLUTION RELATING TO REORGANIZATION OF TOWN STAFF

Summary Statement:

In accordance with Section 2.08.060 of the Town of Apple Valley Municipal Code, the Town Manager is authorized to complete such organization and reorganization of offices, positions or units under his direction as may be indicated in the interest of efficient, effective and economical conduct of the Town's business. After a complete review of the Town's organizational structure, the Town Manager has recommended that various changes be made to the current structure in order to continue with the implementation of the new reorganizational plan.

Attached to this document is Resolution No. 2009-37 that details the new reorganizational structure.

Based on the foregoing, staff recommends approval of the recommended actions.

Recommended Action:

Adopt Resolution Number 2009-37, a Resolution of the Town Council of the Town of Apple Valley Modifying the Existing Classification Plan of the Town of Apple Valley.

Proposed by: Frank Robinson, Town Manager **Item Number** _____

T. M. Approval: _____ **Budgeted Item** Yes No N/A

RESOLUTION NO. 2009-37

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY MODIFYING THE EXISTING CLASSIFICATION PLAN OF THE TOWN OF APPLE VALLEY.

WHEREAS, the Town Council of the Town of Apple Valley has established a salary schedule for positions within the Town of Apple Valley; and

WHEREAS Ordinance No. 387 establishes that persons appointed or promoted to Department Head positions by the Town Manager on or after October 2008 shall serve at the will and pleasure of the Town Manager with the exception of the position of the Town Clerk who shall serve at the will and pleasure of the Town Council; and

WHEREAS, the Town Manager continues to reorganize the administration and staffing needs of the Town and recommends abolishment of some positions and reclassification of others to more accurately reflect the work performed by various staff members; and

WHEREAS, the Town Council of the Town of Apple Valley wishes to modify the existing Classification Plan of the Town of Apple Valley in accordance with the Town Manager's recommendations;

NOW, THEREFORE, BE IT RESOLVED THAT:

1. The position of Assistant Finance Director is hereby abolished and removed from the Classification Plan;
2. The position of Finance Manager is hereby created in accordance with Exhibit A. Said position shall not be included in the Classification Plan;
3. The position of Administrative Secretary for Finance and Administration is hereby reclassified as Finance and Administration Assistant in accordance with Exhibit B;
4. The position of Public Information Officer is hereby re-titled as Marketing and Public Affairs Officer in accordance with Exhibit C. Said position shall not be included in the Classification Plan.
5. The position of Executive Secretary for the Town Manager's Office is hereby reclassified to Executive Assistant in accordance with Exhibit D.
6. Said resolution shall become effective on July 28, 2009.

7. All resolutions or parts of resolutions in conflict herewith are hereby amended to be consistent herewith.

PASSED, APPROVED AND ADOPTED THIS 28th DAY OF July 2009.

MAYOR

ATTEST:

TOWN CLERK



EXHIBIT A

July 2009

Finance Manager

DEFINITION

The individual in this position is appointed by the Town Manager and works at the pleasure of the Town Manager and receives all direction and supervision from the Assistant Town Manager of Finance and Administration. Under general direction, plans, organizes, oversees, coordinates, and reviews the work of staff performing difficult and complex professional, technical, and office support activities related to the processing of financial transactions, and preparing and reconciling financial and accounting records and reports; performs professional accounting work to ensure regulatory compliance with governmental accounting standards; maintains and improves the Town's accounting system; provides highly complex and responsible support to the Assistant Town Manager of Finance and Administration; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction by the Assistant Town Manager of Finance and Administration. Exercises general and direct supervision over accounting professional and technical staff.

CLASS CHARACTERISTICS

This is a management position in the Finance Department. The incumbent organizes and oversees day-to-day financial processing, reporting, and record keeping activities and is responsible for providing professional-level support to the Assistant Town Manager of Finance and Administration in a variety of areas. Assists in short- and long-range planning, development, and administration. Responsibilities include oversight of payroll, accounts payable, accounts receivable, general ledger, and fixed assets. The incumbent performs a variety of customer service, analysis of accounts and revenue, record keeping, reconciliation, and financial report preparation activities. Responsibilities regularly include the use of one or more automated systems, although some manual processing may be required.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modifies, 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.

- Manages and participates in the development and implementation of goals, objectives, policies, and priorities for assigned programs; recommends within

departmental policy, appropriate service and staffing levels; recommends and administers policies and procedures.

- Develops and standardizes procedures and methods to improve the efficiency and effectiveness of Town financial operations; continuously monitors and evaluates the service delivery methods and procedures and identifies opportunities for improvement; recommends improvements to the Assistant Town Manager of Finance and Administration and implements new procedures and methods.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and reviews with the Assistant Town Manager of Finance and Administration.
- Plans, directs, coordinates, and reviews the work plan for the Finance Division; meets with staff to identify and resolve problems; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates work products, methods, and procedures.
- Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Performs complex and difficult accounting and financial support work within programmatic and procedural guidelines.
- Oversees the payroll process; ensures that data submitted and payments made are correct; audits payroll deductions and earning registers for correctness.
- Researches and audits a variety of reports, records, and documents to reconcile ledgers and journals and to produce a variety of specialized reports; may develop report formats and utilize varied databases.
- Assists in monitoring various accounts, verifying availability of funds, and classification of expenditures; researches and analyzes transactions to resolve concerns.
- Updates Town records and procedures in assigned areas pursuant to changes in law, Town policies and procedures, and other pertinent rules and regulations.
- Confers with other departments on questions regarding matters related to assigned areas of responsibility; negotiates and resolves significant issues.
- Oversees and reviews accounts payable check processing; answers questions related to proper coding, proper authorizations, and available budget.
- Assists in formulating fiscal policy and develops effective procedures for financial record keeping and accounting systems that comply with current Generally Accepted Accounting Principles and practices, legal mandates, special grant funding, and special programs.
- Ensures that tax reporting is in compliance with Internal Revenue Service regulations and guidelines.
- Prepares the year-end close of Town books; coordinates various audits and provides information to outside auditors during annual and mid-year audits; gives expert assistance to auditors for questions, data gathering, and compiling reports; prepares annual audit book containing all schedules requested by auditors.
- Assists with fixed assets accounting procedures, contract procedures, miscellaneous holding accounts, and purchasing requirements consistent with public contract code.
- Assists in compiling the annual budget, including developing salary and benefits projections, account, revenue and expenditure projections; revises and edits budget documents and reports for accuracy and content.

- Provides technical information and instruction regarding applicable procedures and methods; interprets and explains rules, regulations, and procedures; answers questions and resolves concerns.
- Oversees reconciliation of Town bank accounts to the general ledger on a monthly basis, inclusive of providing support for fiscal agent, and investment reconciliation.
- Records and verifies a variety of complex financial transactions; prepares and maintains records and a variety of periodic and special financial, accounting, and statistical reports; may present reports to Council and other groups as requested.
- Coordinates the preparation of the Comprehensive Annual Financial report and quarterly financial statements for the Town and related entities.
- Participates on a variety of boards and commissions; attends and participates in professional group meetings; keeps abreast of new trends and innovations in the field of municipal accounting.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of governmental accounting, public finance administration and budgeting, auditing, reconciliation; federal and state regulations, and guidelines as they pertain to municipal finance; municipal taxation and revenue management.
- Organizational and management practices as applied to the analysis and evaluation of programs, policies, and operational needs.
- Practices and techniques of automated and manual financial and accounting document processing and record keeping.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Public agency payroll principles and practices.
- Applicable laws, codes, and regulations.
- Standard office support practices and procedures, including the use of standard office equipment.
- Computer applications related to the work, including word processing, spreadsheet and database applications.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

Ability to:

- Assist in developing and implementing goals, objectives, policies, procedures, and work standards for the Finance Department.
- Plan, organize, schedule, assign, review, and evaluate the work of staff.
- Train staff in work procedures.
- Perform difficult, professional, and technical accounting and financial support work accurately and in a timely manner.
- Interpret, apply, and explain complex laws, codes, regulations, and ordinances.
- Recommend improvements in financial record keeping systems.
- Enter and retrieve data from a computer with sufficient speed and accuracy to perform assigned work.
- Prepare clear and concise reports, correspondence, procedures, and other written materials.
- Maintain accurate records and files of work performed.
- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone and in writing.
- Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

Education and Experience:

Any combination of training and experience which would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Graduation from an accredited four-year college or university with major coursework in business or public administration, accounting, finance, or a related field, and seven (7) years of responsible professional-level accounting experience with considerable supervisory or administrative experience.

License:

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

PHYSICAL DEMANDS

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, 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.

Salary Range:

\$7,055 to \$9,968 monthly



July 2009

FINANCE & ADMINISTRATION ASSISTANT

DEFINITION

Under general supervision, provides a wide variety of technical office administrative and secretarial support to the Assistant Town Manager of Finance & Administration and related management, professional, and supervisory staff; performs technical support work related to department activities; creates, implements, and participates in technical processes, procedures, and programs; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Assistant Town Manager of Finance & Administration. No direct supervision of staff is exercised.

CLASS CHARACTERISTICS

This is the advanced journey-level administrative class in the Finance & Administration Department. Responsibilities include high-level technical administrative and office support work; coordinating the office administrative support for the department; and performing technical assistance to ensure efficient service provision. Incumbents are required to use tact, discretion, and independent judgment as well as learn and apply knowledge of departmental activities. The work has technical and programmatic aspects, requiring the interpretation and application of policies, procedures, and regulations and may involve frequent contact with the public, as well as performing various research and budgetary functions. This class is distinguished from other administrative and secretarial classes in that it requires specialized technical knowledge and skills pertaining to the Town's finance and administration function in addition to standard administrative support duties.

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.

- Performs technical administrative assistance and support duties for the Finance & Administration Department; creates, implements, and participates in various technical processes, procedures, and programs; provides information and assistance to the public on technical processes, procedures, and programs.

- Manages office support functions; prioritizes and coordinates work assignments; reviews work for accuracy.
- Attends to a variety of office administrative details, such as keeping informed of departmental activities, transmitting information, developing and coordinating information on the website and Town's intranet, ordering and coordinating supply orders, preparing contracts and agreements, arranging for equipment purchases and maintenance, serving on various task forces.
- Processes bills and invoices for payment; prepares and transmits a variety of financial documents; assists in budget preparation and maintains records of purchase orders, expense statements, and other fiscal transactions.
- Performs project research, analysis, and report preparation related to the activities of the department to which assigned; may prepare technical reports, applications, and perform other technical work related to the department to which assigned.
- Compiles information and data for administrative, statistical, and financial reports; checks and tabulates statistical data; prepares and assembles reports, brochures, announcements, staff reports and other informational materials.
- Organizes, coordinates, maintains, and updates departmental record systems; enters and updates information with departmental activity, inventory files, and report summaries.
- Coordinates calendars and makes meeting arrangements; schedules meetings between Town staff or between Town staff and other groups or organizations; arranges for necessary materials to be available at meetings.
- Coordinates travel arrangements, reservations, and accommodations for department personnel and submits all related paperwork.
- Arranges presentations, conferences, and meetings and assists with coordinating special event programs, including use of equipment and facilities.
- Prepares, processes, and tracks purchase requisitions for services and materials; enters purchase information into computer system; ensures issuance of purchase order; coordinates delivery of services and materials; receives vendor invoice; prepares demand for payment for department head approval.
- Monitors and maintains department/division budget relative to assigned areas of responsibility.
- Acts as the Town's representative and liaison on relevant topics, including responding to questions and comments from the public in a courteous and timely manner and collaborating with involved parties to reach resolutions on identified issues and communicating with outside agencies.
- Attends meetings, conferences, workshops, and training sessions and reviews publications and audio-visual materials to become and remain current on principles, practices, and new developments in assigned work areas.
- Provides assistance and support to the Risk Manager in all phases of Risk Management operations.
- Investigates claims.
- Coordinates and communicates accurately and effectively between claimants and the Risk Manager, between the Town Attorney's office and the Safety Officers in various departments of the Town.
- Prepares correspondence and subrogation claims between the Town and Town Attorney's, as well as between the Town and claimants on behalf of the Town.
- Performance of highly responsible tasks associated with maintaining legal records and the processing of claims related to assigned areas.

- Under the direction of the Risk Manager, the employee is responsible for responding to claims, citizens' complaints and concerns associated with claims.
- Under the direction of the Risk Manager, implements programs while complying with State and OSHA laws related to safety and risk management.
- Collects, evaluates and maintains data concerning safety and risk management related to areas of assignment.
- Serves as the organization's liaison to the organization's insurance carrier and CJPIA.
- Serves as the organization's liaison between departments for all issuance of notary bonds, error and omissions coverage, additional insured and evidence of coverage requests for special events and certificates of insurance for special projects.
- Assists in processing claims against the organization by working with legal counsel to gather and/or coordinate statistical data and information for the defense of claims against the organization.
- Actively participates in or facilitates committees related to risk management and safety.
- Serves as liaison for the non-profit foundation in all fundraising efforts and solicitation of donations on the behalf of the non-profit foundation and the Town.
- Performs, maintains and monitors all monthly, quarterly and annual reporting related to grant management, risk management and non-profit foundation.
- Serves as liaison on behalf of the Town and non-profit foundation between grant agencies and auditing firms for the purpose of gathering data and conducting all annual audits.
- Monitors and maintains all files, records and databases associated with grant management, risk management and non-profit foundation.
- Maintains, monitors and coordinates all financial records for grant management, risk management and non-profit foundation, including but not limited to State and Federal reimbursements, deposits, donations and accounts payable.
- Takes meeting minutes, summarizes data and posts to Town's intranet when applicable.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Organization and function of public agencies, including the role of an elected Town Council and appointed boards and commissions.
- Applicable codes, regulations, policies, technical processes, and procedures related to all aspects of the finance and administration, those specifically related but not limited to risk management, grant management, and non-profit foundation.
- Modern office administrative and secretarial practices and procedures, including the use of standard office equipment.
- Budgeting and fiscal monitoring of the Town's budget process.
- Business letter writing and the standard format for reports and correspondence.
- Principles and practices of data collection and report preparation.
- Computer applications related to the work, including word processing, web design, database, and spreadsheet applications.
- Business arithmetic and basic statistical techniques.

- Basic principles of record keeping.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, outside agencies and Town staff, via email, in person and over the telephone.
- Techniques for providing a high level of customer service to the public and Town staff, via email, in person and over the telephone.

Ability to:

- Perform responsible technical administrative and secretarial support work with accuracy, speed, and minimal supervision.
- Provide varied, confidential, and responsible secretarial and office administrative work requiring the use of independent judgment, tact and discretion.
- Understand the organization and operation of the Town and of outside agencies as necessary to assume assigned responsibilities.
- Develop, interpret, apply, and explain a wide variety of technical policies and procedures, and communicate difficult procedures and regulations to those encountered in the course of work.
- Research, analyze, and summarize data, and prepare and present accurate and reliable reports containing findings and recommendations.
- Compose correspondence and reports independently or from brief instructions.
- Organize, maintain, and update office database and records systems.
- Make accurate arithmetic, financial, and statistical computations.
- Enter and retrieve data from a computer with sufficient speed and accuracy.
- Take notes rapidly and accurately and transcribe own notes.
- File materials alphabetically, chronologically, and numerically.
- Organize own work, coordinate projects, set priorities, meet critical time deadlines, and follow-up on assignments with a minimum of direction.
- Operate modern office equipment including computer equipment and software programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines in politically sensitive situations.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Ability to perform job responsibilities independently and on own initiative in a timely manner in order to meet scheduled deadlines.
- Ability to concentrate and accomplish tasks despite interruptions.
- Knowledge of statistics, data collection, analysis and data presentation.
- Excellent interpersonal communication and problem-solving skills.
- Ability to work with minimal supervision.

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:

Equivalent to the completion of the twelfth (12th) grade, supplemented by two (2) years of college-level coursework in business or public administration, or technical,

administrative, or secretarial training and three (3) years of varied administrative support experience preferably involving some public contact.

License:

- Valid California class C driver's license with satisfactory driving record may be required.

PHYSICAL DEMANDS

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 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.

Salary Grade: 50

July 2009



JOB DESCRIPTION

MARKETING AND PUBLIC AFFAIRS OFFICER

DEFINITION

The Marketing and Public Affairs Officer is appointed by and works at the pleasure of the Town Manager. Under work supervision of the Town Manager, this position plans, organizes and provides direction and oversight to all media relations, communications, public information, marketing, sponsorship development and special event functions and activities. This position provides complex assistance to Town management staff and the Town Council in areas in areas of expertise, and is charged with managing the Town's identity, image and outreach to its various publics.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Town Manager. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over supervisory, professional, technical, and clerical staff.

CLASS CHARACTERISTICS

This is a department head classification that directs and participates in all activities of the Public Information office, including serving as the Town's official spokesperson. The incumbent is accountable for accomplishing goals and objectives for the office and for furthering Town goals and objectives within general policy guidelines.

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.

- Develops, maintains and monitors an effective community relations program.
- Directs and/or advises on the marketing efforts of the Town and various departments, to present a consistent message to the citizens.
- Develops and coordinates various Town publications including the citizen newsletter, e-News distribution, brochures, flyers and other printed and electronic materials.
- Prepares and distributes media information releases and public service announcements.

- Advises, assists and trains Town Council and staff on community relations and conduct with the media.
- Oversees Special Events division efforts in producing high quality community events, such as the Freedom Festival and summer concert series.
- Plans and executes events such as ground breakings, ribbon cuttings, receptions and special functions.
- Develops partnerships and seeks sponsorships with businesses and other government and community entities in support of mutual efforts in the production of special events or other joint projects benefiting the citizens of the Town.
- Oversees design and content management of Town website.
- Conducts polls and surveys periodically to determine attitudes of citizens on a variety of subjects.
- Develops strategies and communications plans for addressing issues; presents solutions to problems before Town Manager, Council, staff, citizens or public groups.
- Writes speeches and prepares presentations for use by Town Council, Town Manager and other staff for presentation to the community or other defined audience, including other local, state or federal agencies or representatives.
- Serves as liaison to community organizations and public agencies to coordinate public information gathering and distribution; participates on various committees and task forces as deemed appropriate.
- Investigates complaints and attempts to resolve conflicts and improve understanding between the Town and its citizens.
- Serves as the primary Public Information Officer during emergency operations; stays current on principals and practices of crisis communications, communication response during disasters, and the PIO function in an Emergency Operations Center.
- Manages employee communication methods including the internal newsletter and, in conjunction with Information Services, development of the Intranet.
- Manages and participates in the development and implementation of goals, objectives, policies, and priorities for the Public Information Department; recommends within departmental policy, appropriate service and staffing levels; recommends and administers policies and procedures.
- Plans, manages, and oversees the daily functions, operations, and activities of the Public Information Department, including communications, marketing, public information, education, outreach, media relations, publications, advertising and special events.

- Develops and standardizes procedures and methods to improve the efficiency and effectiveness of department functions; prioritizes and allocates available resources; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and makes recommendations to Town Manager.
- Manages and coordinates the work plan for the assigned division; meets with staff to identify and resolve problems; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates work products, methods, and procedures.
- Participates in the selection, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Conducts a variety of organizational studies, investigations, and operational studies; develops and reviews staff reports and recommends modifications to policies, and procedures, as appropriate.
- Presents reports to the Town Council and other commissions, committees, and boards; performs a variety of public relations and outreach work related to recreation activities.
- Manages and participates in the development and administration of the Public Information Department budget.
- Provides highly complex staff assistance to the Town Council, Town Manager and other management staff; prepares and presents staff reports and other necessary correspondence.
- Implements adopted division plans, policies, and standards.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of recreation; researches emerging products and enhancements and their applicability to Town needs.
- Monitors changes in regulations and technology that may affect operations; implements policy and procedural changes after approval.
- Receives, investigates, and responds to problems and complaints in a professional manner; identifies and reports findings and takes necessary corrective action.
- Performs other duties as assigned.

DESCRIPTION OF DUTIES

Listed are illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation and evaluation, project management, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of budget administration.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Applicable Federal, State, local laws, codes, and regulations related to the development, implementation, and administration of recreation programs, as well as facilities operations and maintenance.
- Principles and practices of contract administration and evaluation.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned division.
- General principles of risk management related to the functions of the assigned area.
- Recent and on-going developments, current literature, and sources of information related to the recreation and facilities operations and maintenance.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment; computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

Ability to:

- Recommend and implement goals, objectives, and practices for providing effective and efficient services.
- Manage and monitor complex projects, on time, and within budget.
- Plan, organize, schedule, assign, review, train and evaluate the work of staff.
- Research, analyze, evaluate and develop improvements in operations, procedures, policies, or methods.
- Prepare clear and effective technical reports, correspondence, policies, procedures, and other written materials.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Interpret, explain, and ensure compliance with Town policies and procedures, complex laws, codes, regulations, and ordinances.
- Effectively represent the division and the Town in meetings with governmental agencies, community groups, various businesses, professional, and regulatory organizations, and in meetings with individuals.
- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

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:

Equivalent to graduation from an accredited four-year college or university with major coursework in communications, marketing, public relations, public administration or a related field, and five (5) years of experience in communications, including two (2) years of supervisory experience.

License:

Valid California class C driver's license with satisfactory driving record and automobile insurance.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle, and to visit various Town 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 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. This position will also attend special events, ground breakings and other functions outdoors, with exposure to loud noise levels and may be exposed to inclement weather conditions including wind, cold and heat.

WORKING CONDITIONS

Is required to attend off-hour and evening meetings.

SALARY RANGE:

\$7,597 to \$10,734 monthly



July 2009

EXECUTIVE ASSISTANT

DEFINITION

Under supervision of the Town Manager, provides varied, complex, and confidential office administrative and executive support primarily to the Town Manager and the Town Council; conducts projects and administers limited programs; performs technical support work related to the responsibilities of the Town Manager and Council; and performs related work as required.

CLASS CHARACTERISTICS

This is the highest-level class in the administrative office support series. Incumbents with an appropriate educational or equivalent technical background learn and perform a variety of complex and confidential office administrative, project coordination, and management support work for the Town Manager, Town Council, and associated staff. This class is distinguished from other administrative classes in that it requires the highest level of discretion and independent judgment and performs the most complex administrative office support functions.

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.

- Provides office administrative support, transmits information to, and answers questions from the Mayor and Town Council.
- Ensures that all office administrative functions of the Town Manager's office are effectively carried out.
- Maintains multiple calendars and coordinates the schedules of the Town Manager as directed with those of members of the Council, representatives of other organizations, and the public; makes travel arrangements as required.
- Receives and screens visitors, telephone calls, emails, and regular mail; provides information and resolves issues for Town staff, other organizations, and the public, which often requires the use of judgment and the interpretation of policies, rules, and procedures.
- Provides a variety of support to Town commissions, committees, and/or task forces; may prepare and distribute agenda packets, attend meetings and prepare minutes, and follow-up on decisions as required.

- Organizes and maintains various administrative, confidential, reference, and follow-up files and records for the Town Manager's Office and the Town Council (i.e., budgets, purchasing); updates resources materials).
- Acts as a certified passport agent and processes passports in accordance with strict guidelines provided by the National Passport Office.
- Attends to a variety of office administrative details, such as purchasing supplies, arranging for equipment purchase and maintenance, clipping newspapers, and attending meetings.
- Prepares detailed and often confidential correspondence, reports, resolutions, contracts, forms, invitations, graphic materials, and specialized documents from drafts, notes, brief instructions, corrected copy, or dictated tapes; proofreads materials for accuracy, completeness, compliance with departmental policies, format, and English usage, including grammar, punctuation, and spelling.
- Operates standard office equipment, including job-related computer hardware and software applications, facsimile equipment, and multi-line telephones; may operate other department-specific equipment.
- May direct, coordinate, and review the work of office support staff on a project or day-to-day basis; may train staff in work procedures.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Basic organization and function of public agencies, including the role of an elected Town Council and appointed boards and commissions.
- Applicable codes, regulations, policies, technical processes, and procedures.
- Project coordination and implementation procedures.
- Standard office administrative and secretarial practices and procedures, including the use of standard office equipment.
- Business letter writing and the standard format for reports and correspondence.
- Records management principles and practices.
- Business arithmetic and basic statistical techniques.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors and Town staff, in person and over the telephone.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

Ability to:

- Provide varied, confidential, and responsible secretarial and office administrative work requiring the use of independent judgment, tact, and discretion.
- Respond to and effectively prioritize multiple phone calls, walk-up traffic, and other requests and interruptions.
- Interpret and implement policies, procedures, technical processes, and computer applications related to the Town Manager's office.

- Analyze and resolve office administrative and procedural concerns and make process improvement changes to streamline procedures.
- Plan, organize, schedule, assign, review, and evaluate the work of staff, as assigned.
- Perform basic research and prepare reports and recommendations.
- Compose correspondence and reports independently or from brief instructions.
- Establish and maintain a records management system.
- Make accurate arithmetic and statistical calculations.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Organize own work, coordinate projects, set priorities, meet critical deadlines, and follow-up on assignments with a minimum of direction.
- Take notes rapidly and accurately transcribe own notes.
- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

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:

Equivalent to the completion of the twelfth (12th) grade and five (5) years of responsible secretarial experience involving assisting executive management or a high-level official with administrative duties such as typing, filing, calendar coordination, public relations, and project coordination tasks. Public sector experience is highly desirable.

License:

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

PHYSICAL DEMANDS

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

Salary Grade: 52