



Chief Communications Officer



MISSION

The Park District preserves a rich heritage of natural and cultural resources and provide open space, parks, trails, safe and healthful recreation, and environmental education. An environmental ethic guides the Park District in all its activities.

■ THE DISTRICT

The East Bay Regional Park District (EBRPD) contains 73 parks, 55 miles of San Francisco and Delta shorelines, 1,330 miles of park trails, and a regional green trail transportation network of 250 miles of paved trails all within more than 125,000 acres, making it the largest regional Park District in the United States. The EBRPD has a diverse portfolio of parks, from shorelines, lakes, mountains, forests, wilderness areas, swim facilities, golf courses, and cultural sites. These parks reach across two counties, which include 33 urban cities, and serves an estimated 30 million visitors annually from the greater Bay Area and around the world.

Located on the eastern side of the San Francisco Bay, the East Bay quality of life offers open spaces, waterways, world-class educational and cultural institutions, urban centers, and a culturally diverse community. The East Bay has drawn many of the region's most innovative companies, workers, and students from around the world, thus creating many economic opportunities. The Park District works to ensure a healthy and thriving ecosystem that protects wildlife and habitat by adapting to the changing climate through restoring wetlands, repairing levees, monitoring algae blooms, managing vegetation and more, while providing the public with recreation and access to nature.

The EBRPD is dedicated to serving the public and honoring the rich diversity of the Bay Area through leadership and a workforce that reflects the community it serves. The Park District is focused on its mission and engagement with the public and stakeholders that include community members, elected district directors, district leaders and employees, partner organizations, public agencies, volunteers, and taxpayers to ensure that residents in the region have access to a system of magnificent regional parklands. EBRPD has an estimated 1,000-employee workforce and a 2023 Adopted Budget of \$330 million.



■ THE POSITION

The Chief Communications Officer is under the direction of the Assistant General Manager of Public Affairs and serves as a member of the Park District's senior leadership team, and provides leadership, direction and technical expertise to the programs and staff of the Public Affairs Division. This position will be responsible for helping to administer the operations and daily activities of the Public Affairs Division; works with the Assistant General Manager of Public Affairs to consult and strategize Public Affairs Division goals and objectives; manage crisis or emergency communications; oversees Division work that includes media relations, public information, community relations, and creative or graphic design; serves as a key member of the senior management leadership team in a consultative role; provides highly complex professional assistance to the Assistant General Manager of Public Affairs, Park District's Executive Team, and the General Manager in areas of media and public communications pertaining to these matters; assists in the formulation and implementation of administrative policies and procedures related to Public Affairs; manages staff; and performs other duties as assigned.



Key Areas of Responsibility:

- » Assists and supports the Assistant General Manager, Public Affairs in strategic planning, administration of operations for the Division, and implementation of communications plans.
- » Ensures Public Affairs division policies and/or procedures are followed, in accordance with Park District regulations, goals and objectives.
- » Provides highly responsible, and complex, expert consultation to the Park District's executive management team, department heads/Chiefs, and others on matters related to policies, procedures, and Public Affairs best practices.
- » Represents public agency and division as a spokesperson.
- » Promptly informs the Assistant General Manager, Public Affairs of communications-related matters of significance or requiring review or action at the executive level.
- » In support of the Assistant General Manager, Public Affairs, participates in strategic planning and budgeting.
- » Manages assigned programs through coordinated leadership assuring the Division and/or division units meet specifically assigned ongoing and annual operational and financial objectives.
- » Assists the Assistant General Manager, Public Affairs to provide guidance and support to the Executive Team and senior leadership with communications planning, strategies, and recommendations.
- » Performs any related tasks necessary to manage the Division or as assigned by the Assistant General Manager.
- » The Chief Communications Officer will function as the managing deputy for the Division of Public Affairs and may act as the Assistant General Manager in their absence, and performs related duties as assigned.



■ CHARACTERISTICS OF THE IDEAL CANDIDATE

The ideal candidate for this new Chief Communications Officer role will be a creative, strategic and “big picture” thinker with the capacity to reimagine the District’s communications organization, platforms, and delivery mechanisms. The Chief Communications Officer must be a highly organized project manager who proactively wraps each community outreach or marketing campaign into a cohesive strategy. This collaborative leader shall have exceptional communication, listening and interpersonal skills, along with the ability to interact effectively and professionally, as well as analyze information and present it to persons from diverse cultural, socioeconomic, education, racial, ethnic, and professional backgrounds in a clear, concise, trustworthy, and accessible manner.

The ideal candidate for this role establishes and maintains effective, collaborative working relationships with employees, peers, community members, and other stakeholders including elected officials to provide strategic advice to Park District’s departments in developing key messages and executive communications on high-profile issues, as well as developing and executing the strategic framework to promote and enhance the Park District’s brand.

The Park District will celebrate its 90th anniversary in 2024 with tremendous opportunities for the ideal candidate to play a key role in enhancing public affairs and engagement to further the Park District’s mission and serve the community.

Desirable competencies for the **Chief Communication Officer** include:

- » **Communications / Public Relations Acumen** – Has experience developing strategic communications plans, press releases, social media posts, email messages, newsletters, print publications, annual reports, responses to inquiries on controversial topics, media relations, public engagement, community outreach, and marketing campaign plans, and/or branding materials.
- » **Forward-Thinking** – Has patience and perseverance to help foster a vision and direction for the department and the organization; seeks “best practices” and trends for continued public engagement and brand exposure and relevance; develops short and long-range plans, strategies, priorities, goals, and objectives.
- » **Leadership** – Executes leadership and supervision responsibilities through sound judgment, focusing on quality improvement, managing, and resolving conflict, fostering a culture of accountability, clearly defining responsibilities and expectations, setting goals, providing motivation and performance feedback, recognizing contributions, and encouraging training and development.
- » **Politically Astute / Community Collaborator** – Partners with and supports the Assistant General Manager of Public Affairs in providing leadership and direction with a team approach; has a sense of presence to successfully engage with General Manager, Board of Directors, department heads, external stakeholders, and other agencies; develops positive, productive community partnerships and collaborations; has a clear understanding of the organizational dynamics; and bridges roles and responsibilities within the department for overall success of the organization.

■ EDUCATION & EXPERIENCE

Bachelor’s Degree from an accredited college or university with major course work in communications, English, public relations, public administration, or a related field. A master’s degree from an accredited college or university with major course work in a related field is desirable; and five (5) years of increasingly responsible professional experience in public affairs, communications, public and media relations or related field, including at least two years of experience at the middle management level in this field including supervision.

■ COMPENSATION AND BENEFITS

The salary range for this position is **\$147,680-\$171,350**. Placement within this range is dependent on experience and qualifications. The Park District also offers a generous benefits package including:

Holidays – 14.5 paid holidays per year.

Vacation – Newly hired 12 days per year; additional days subject to negotiation based on experience.

Sick Leave Accrual – 12 days per year; unlimited accrual.

Retirement – CalPERS: Classic (2.5% @ 55 formula) for employees established with PERS prior to January 1, 2013, and PEPR (2% @ 62 formula) for employees hired on or after January 1, 2013. Employee contribution rate of 7% or 8% based on CalPERS membership.

Medical Insurance – Choice of CalPERS HMO and PPO Health Plans. The Park District pays 100% of family Kaiser.

Vision Care Insurance – Employee paid standard plan or buy-up plan; Coverage through Vision Service Plan (VSP).

Dental Insurance – District paid; Delta Dental PPO/ Delta Dental Premier; Annual maximum benefit of \$2,000 per enrolled employee and each eligible enrolled dependent \$50 annual deductible per person, \$150 max per family.

Flexible Spending Accounts – Employee can elect pre-tax payroll deferral amounts for medical care and/or dependent care FSA Plan permits an annual election of up to \$2,850/year for eligible medical expenses and up to \$5,000/year for dependent care expenses.

Long-Term Disability – District Paid; Coverage through NY Life.

Short-Term Disability – State Disability Insurance (SDI) or Paid Family Leave (PFL).

Tuition Reimbursement – District pays up to a maximum of \$1,600 per calendar year.

Other Benefits – Employee Assistance Plan (EAP), Life Insurance, Deferred Compensation Plan.

Park District employees participate in Social Security and Medicare.

■ APPLICATION PROCESS AND RECRUITMENT SCHEDULE

To be considered for this exceptional career opportunity, please submit your resume, cover letter, and a list of six work-related references (who will not be contacted without prior notice) by **Monday, January 8, 2024**. The most qualified candidates will be invited to remote interviews the week of **January 22nd**. Final in-person interviews are anticipated to be held the week of **January 29th**. Media checks and a comprehensive reference and background check will be performed on final candidates.

Please submit your materials to: <https://www.cpshr.us/recruitment/2274>

For additional information about this position, please contact:

CPS HR  CONSULTING

KYLIE WILSON
Principal Consultant
E-mail: kwilson@cpshr.us
Website: www.cpshr.us

