

CITY OF SALINAS, CALIFORNIA

# City Manager





## THE COMMUNITY

The City of Salinas is the 34th largest City in the state with a population of approximately 155,205. Salinas is located in beautiful Monterey County, and is the County seat. Just 40 minutes south of the heart of the nation's high-tech industry, Silicon Valley, the City has the largest population in California's Central Coast, is a multicultural and diverse community and a key asset in today's global economy. The region also boasts spectacular scenery, from breathtaking mountains and valleys, to the beauty of the sun, sand, sea, and soil. Salinas serves as the main business, governmental and industrial center of the region. The marine climate is ideal for the floral industry, grape vineyards, and vegetable growers. Salinas is known as the "Salad Bowl of the World" for its large, vibrant agriculture industry. The City is rich in diversity with an approximate 75% Hispanic population and a median age of 34, which allows for various cultural family activities and world class annual events such as the California Air Show, California Rodeo Salinas, El Grito Festival, Forbes Ag Tech Summit and world-renowned amenities right next door, including the Pebble Beach Golf Resort and the Monterey Bay Aquarium. Salinas is home to Hartnell, a robust community college, along with being just minutes from Cal State Monterey Bay. The City is also home to a wealth of cultural and historic assets, including the California Welcome Center/Regional Heritage Center and the National Steinbeck Center – the only museum in the country devoted to a single author - along with Steinbeck's family home. Salinas is the birthplace of John Steinbeck.

Although agriculture forms the economic base, more than 100 manufacturing, financial, and medical related firms call Salinas home. Salinas has a global reputation as an agriculture and innovation hub, it is a source for agricultural research and resources and is developing the latest technology and advancements. Some of the largest employers in the City include the County of Monterey, Taylor Farms, D'Arrigo Bros, and Salinas Valley Memorial Hospital.

Visitors can also explore the nearby Monterey Peninsula, the historic missions of San Juan Bautista, Soledad, Carmel and San Antonio de Padua, the world class wineries of South Monterey County and the beauty of nearby beaches and Pinnacles National Monument.

**For more information about the City of Salinas,  
go to: <http://www.ci.salinas.ca.us>**

## CITY GOVERNMENT

The City of Salinas was incorporated in 1874 and became a Charter City in 1903. The City operates under a Council-City Manager form of government. The seven-member City Council includes six members elected by district for four-year staggered terms on a nonpartisan basis, plus the Mayor who is elected at-large and serves a term of two years. The City employs 530 full-time staff with 200 additional temporary employees. The operating budget is \$189 million. The City Manager leads and directs eight departments which include Administration, Community Development, Finance, Fire, Human Resources, Library and Community Services, Public Works, and the Police Department.

The Salinas Plan: The Salinas Plan is a Ten-Year Plan designed to provide the City with a path forward on maintaining a long-term balanced budget while preserving City services and addressing the affordable housing crisis.

## THE POSITION

The City Manager is appointed by City Council and is responsible for all City departments except the appointed City Attorney. The City Manager is responsible for planning, directing, and managing all activities and operations of the City of Salinas, ensuring that all public services are delivered in an efficient and effective manner. This position is also responsible for coordinating City activities with other agencies and organizations; facilitating the development and implementation of City goals and objectives; implementing policy decisions made by the City Council; and providing highly complex administrative support to the City Council.







The Office of the City Manager is responsible for a wide range of activities, including managing and directing budget and operations, facilities and asset management, public safety, economic development initiatives, legislative analysis, intergovernmental relations, employee relations, and strategic planning. This position represents the City in the community, at professional meetings, and in labor relations and other activities.

### CURRENT PRIORITIES AND OPPORTUNITIES:

- » Promote a culture of learning and communication that ensures the community is well informed while providing a high level of transparency, ethics, and confidence in local government.
- » Provide financial guidance relevant to operational expenditures and closing budget gaps.
- » Enhance opportunities for private development by working collaboratively with Council and other departments to review planning and zoning regulations, assessing commercial, industrial, and housing opportunities as well as other selective investments.
- » Emphasize government transparency, trust, and accountability.
- » Continue to enhance team building and interdepartmental collaboration.
- » Develop an understanding of the City's diversity and ways to meet the needs of each unique population and find commonalities to unify and build a stronger sense of community.
- » Build a foundation of community involvement through access of information including policy direction and providing a voice and open communication to and from the general public.
- » In collaboration with leadership and partnering agencies, continue to address affordable housing and homelessness issues.
- » Build community relations, provide strategic planning, and support an elected governing City Council to address and complete initiatives including China Town revitalization, deferred maintenance, and school district resource development among other projects.

## THE IDEAL CANDIDATE

The ideal candidate will be an honest, ethical, and dynamic leader with a record of professional accomplishments that demonstrate his/her ability to effectively lead a large and diverse public organization. A proven record as an effective and collaborative leader; possessing confidence, excellent communication and interpersonal skills, and strong technical and business acumen and sound fiscal management skills are essential. This challenging position requires a strong, visionary leader committed to quality improvement, customer service and performance management. The qualified candidate will be able to negotiate challenging political waters, while remaining focused on organizational goals, managing a strong executive team, and working with a passionate and involved City Council. The successful candidate

will be a visionary, strategic leader and planner who can work with City Council, staff, union representative, and other key stakeholders to achieve economic growth and improve the quality of life for all City residents.

The successful candidate will have demonstrated a solid track record of leading and managing municipal service initiatives in the areas of public safety, business and economic development, and public works. The ideal candidate shall have expertise in financial and budget management, agency administration, and the ability to maintain collaborative relationships with City Council, staff, and the community. The new City Manager will have excellent interpersonal abilities necessary to build and maintain solid relationships with elected officials, regional and national business partners, surrounding cities, governmental agencies, union representatives, staff, and the community through open and respectful dialogue. It is important to engage and embrace in the cultural diversity of the City. Fluency in Spanish is highly desirable.

### Key Attributes and Characteristics

- » A strong leader who shares the vision of the council and community, and can advocate, articulate, and implement that vision. A manager who is able to blend innovation and creativity, someone who can think outside the box, can creatively move the City in a new direction or next step, while acknowledging the challenges of the City and addressing those in a strategic manner.
- » A professional who can lead the organization with a commitment to uphold the values of Salinas, including valuing positive employee working relations and respecting the richness of cultures and diversity.
- » A forward thinker with the willingness to make difficult decisions based on what is right and enforce not only the letter of the law, but the spirit of the law. A willingness to say, 'No,' if it is for the good of the organization.
- » A friendly approachable leader who is visible and actively engaged in the community to ensure quality customer service, one that understands the needs of the community to ensure the concerns of the community are heard and respected.
- » Diplomatic, being known as a people person with an engaging style that is comfortable interacting with a wide spectrum of individuals and one who welcomes dialogue and discussion.
- » A decisive, seasoned leader with the highest integrity, character, and ethics.
- » Honest, with the ability to maintain and build trust and actively listen.



- » Technologically astute, who recognizes the value of harnessing and integrating the benefits of cutting-edge technology for city government and for residents.
- » A proven understanding of budget/structural deficits and the willingness and the ability to bring teams together to find solutions to challenging issues.
- » An outstanding fiscal manager, able to develop and implement plans to expand the tax base, obtain grants, and manage costs.

## MINIMUM QUALIFICATIONS

- » Bachelor's Degree in Public Administration, Business Administration, or a related field.
- » Master's Degree (MA/MS) is highly desirable.
- » Five to Seven (5-7) years of senior-level municipal management experience in a public service setting with extensive experience working with City Council or a Board of Supervisors.
- » Five (5) or more years of senior management experience in local government of a comparable size to the City of Salinas is helpful.
- » Bilingual English and Spanish desirable.

## COMPENSATION AND BENEFITS

The salary range for the City Manager is **\$224,085 - \$248,577** DOQ. The City also offers an attractive fringe benefits package which includes: CalPERS Retirement Plan, 457/401(a) Deferred Compensation, Health Insurance at 95% of PERS Choice Plan, 12 Holidays, Annual Leave (combined Vacation/Sick), Life, LTD, EAP, among other benefits.

## APPLICATION PROCESS AND RECRUITMENT SCHEDULE

**The final filing date is Monday, October 19, 2020.**

To be considered, please submit a resume, cover letter, and five work related references (who will **not** be contacted in the early stages of the recruitment) to:

<https://executivesearch.cpshr.us/JobDetail?ID=1686>

Resumes should reflect years **and** months of positions held, as well as size of past organization(s).

For additional information, please contact:

**CPS HR CONSULTING**

Frank Rojas,  
CPS HR Consulting  
Phone (916) 471-3111  
Email [frojas@cpshr.us](mailto:frojas@cpshr.us)

Resumes will be screened based on the criteria outlined in this brochure. Candidates with the most relevant qualifications will be given preliminary interviews by the consultant. CPS HR Consulting will report the results to the City. The City will then select candidates to participate in City interviews. Extensive reference and background checks will be completed on the selected candidate.

