

## The Ideal Candidate

The ideal candidate should have a strong track record and reputation for success and proven leadership in a management position developing public affairs strategies and implementing effective communication programs in a large and complex private or public sector environment using traditional and evolving communication media.

Candidates should be results-oriented with a direct, yet approachable work style, effective in facilitating successful outcomes from a variety of groups and individuals. The candidate selected will be nimble and flexible in addressing new and complex issues in a dynamic environment. Working with elected officials, state and federal counterparts, and the community, the candidate selected will collaborate with diverse and committed individuals.

## Qualifying Education & Experience

Five years of managerial experience overseeing staff in a large and complex private, public or government agency providing leadership in the area of public affairs or other communication programs, as well as the resolution of organizational problems, project management or other governmental programs. Background must include experience handling the most difficult and highly specialized assignments, serving as technical consultant and advisor that develop recommendations that have substantial impact on Countywide operations, planning, organizing, directing and evaluating the work of diverse functional units within the agency.

LICENSE: A valid California Class C driver license or the ability to utilize an alternative method of transportation when needed to carry out job-related essential functions.

## Desirable Qualifications

- Demonstrated understanding of the regional and national media landscape and target audiences, as well as knowledge of the County of Los Angeles and the Southern California region.
- Demonstrated traditional and social media knowledge and efficacy, with strong media contacts.
- Excellent oral and written communications skills, including persuasive writing and flawless editing skills.
- Exceptional presentation and interpersonal skills, with demonstrated ability to interface with all levels of management and critical stakeholders.
- Experience managing and providing oversight to teams of professional staff performing different, yet complementary functions, as well as ability to work under pressure in a fast-paced environment.
- Extensive administrative management experience, and highly competent problem-solving skills.
- Demonstrated ability to manage and work effectively under pressure and in a fast-paced, highly accountable environment with strong time management skills.
- A Bachelor's degree from an accredited college or university.

## Selection Process

Each candidate's background will be evaluated on the basis of information submitted at the time of application to determine the level and scope of the candidate's preparation for this position. The resume should include any additional information that the candidate wishes considered. Only the most qualified candidates, as determined by the screening process, will be invited to participate in the selection process. The names of the most highly qualified candidates will be submitted to the Chief Executive Officer for consideration.

## To Be Considered

Highly qualified candidates are invited to submit a statement of interest, a comprehensive resume detailing their knowledge, skills, and abilities relevant to this position and current salary information. Submission should include **ALL** of the following:

1. Candidate's ability to meet the requirements as stated in the Qualifying Education and Experience and Desirable Qualifications sections of this recruitment announcement.
2. For organizations and programs managed, the name of each employer, job title, size of organization's budget, number and composition of personnel supervised, scope of management responsibilities, functions managed, dates of employment, and current salary
3. Names of schools, colleges and universities attended, dates attended, degrees earned, and field(s) of study. Please enclose verification of degree(s), licenses and certificates together with the resume.

**Materials received by July 20, 2016, will be given first consideration.**

\*This classification is pending Board approval on July 19, 2016.

**Electronic submittals are strongly preferred and should be submitted to:**

[CEOExecRecruitment@ceo.lacounty.gov](mailto:CEOExecRecruitment@ceo.lacounty.gov)

**Please indicate the position title of Senior Manager, CEO (UC) Countywide Communications in the subject line of your e-mail**

Hardcopy submittals by mail or hand delivery should be addressed to:

Stacey M. Winters  
County of Los Angeles Chief Executive Office  
500 West Temple Street, Room 785  
Los Angeles, CA 90012

You may also fax your application to:  
Stacey M. Winters at (213) 613-0744

**Confidential inquiries welcomed to :**  
**Stacey M. Winters**

**Email:** [swinters@ceo.lacounty.gov](mailto:swinters@ceo.lacounty.gov)  
**Telephone (213) 974-2617**



**The County of Los Angeles is accepting resumes for**

# SENIOR MANAGER, CEO Countywide Communications

**Open from June 30 2016, until filled**  
**Annual salary: \$156,177 - \$236,386**



## The County of Los Angeles

With a population of over 10 million people, the County of Los Angeles (County) has more residents than any county in the nation, and within its boundaries are 88 cities. It is rich in cultural diversity and home to world renowned museums, theaters, the nation's motion picture industry, major universities, and numerous five-star restaurants.

The County is governed by a five-member Board of Supervisors (Board) who are elected on a nonpartisan basis and serve four-year staggered terms. As the governing body, the Board serves as both the executive and legislative authority of the largest and most complex county government in the United States. There are 31 appointed department heads that report to the Board. There are also three elected officials (Assessor, District Attorney, and Sheriff) for a total of 34 major administrative units or departments that currently serve the needs of the County's residents.

The County's annual budget for fiscal year 2016-17 is over \$28 billion, with funding for approximately 108,000 positions to serve its diverse population.

## The Chief Executive Office

The Chief Executive Office is responsible for a wide range of activities, including managing and directing budget and operations, employee relations, compensation, asset management, strategic integration, legislative affairs and intergovernmental relations, risk management, strategic planning, and countywide communications. In addition to the countywide budget, the CEO oversees a departmental budget in excess of \$108 million, with 489 budgeted positions.

## The Position

This unclassified\* position reports to the Chief Executive Officer/Chief Operating Officer and directs the operations of Countywide Communications which is the unified communication team of the County made up of the Public Affairs, Media Relations, County Channel Operations, Broadcast and Audio Operations, Web Design, and Cable Franchise Regulation, tasked with telling the County's story across multiple media.

The position serves as the media liaison for the County as well as the central source of information for the public and other stakeholders regarding County programs and activities, and provides strategic leadership for ensuring the presentation of a more balanced, sophisticated and positive view of County services to residents and stakeholders.

This position requires knowledge of governmental operations, political acumen, and excellent understanding of the role of public media in the effective implementation of governmental programs.

## Examples of Key Duties

- Serves as a principal spokesperson for the County of Los Angeles, its Chief Executive Office and departments;
- Directs and manages core operations, processes, related to budget and staff for all aspects of County public affairs communications, including media relations, public information and education, employee communication, crisis communication, leadership visibility, and advocacy relationships;
- Provides tactical leadership on emerging media issues and crisis communications; and directs technical services related to media relations, executive speech writing, social media, web development, public affairs, event planning, and strategic communications;
- Builds, manages, and sustains a strong reputation and visibility with key local, State, and national audiences and stakeholders (County residents, employees, the media, governments, non-governmental organizations, etc., through the practice and promotion of consistent, coherent, transparent, and result oriented communication competence;
- Directs the design and execution of short and long-term County communication strategies to promote the alignment of the needs, requirements and deliverables of the Board of Supervisors with the operations of the Chief Executive Office, County employees and departments;
- Writes press releases, prepares information for media kits, and dissemination to the media using existing, new, and emerging media vehicles;
- Directs the management of the County's public television station and broadcast network available to millions of local cable subscribers, the collection and review of cable franchise fee revenues, investigation and resolution of cable customer inquiries and complaints, policy analysis and recommendations regarding the management of the public rights-of-way and other related matters;
- Develops and executes strategic media positioning plans to maximize positive exposure for the County in local, national, and international media;
- Oversees a divisional budget and contracts for marketing services, freelance web development, systems integration, and video production services.
- Directs Countywide identification, adoption, and utilization of current, new and emerging communication related technology to promote strategic County goals, programs, and services.

## Compensation and Benefits

**Compensation: \$156,177 - \$236,386** annually. Starting salary will be dependent on qualifications, salary history, and career accomplishments. This position is subject to the provisions of the County's Management Appraisal and Performance Plan (MAPP), and is compensated at MAPP Range R17.

**Benefits:** The County of Los Angeles provides an excellent benefits package that allows employees to choose benefits that meet their specific needs. The package includes:

- **Retirement Plan** – The successful candidate will participate in a contributory defined benefit plan. The Los Angeles County Employees Retirement Association (LACERA) has reciprocal agreements with several public retirement systems in California.  
Upon retirement, the successful candidate may participate in a retiree healthcare benefits program.
- **Cafeteria Benefit Plan** – Benefits may be purchased from the MegaFlex Cafeteria Benefit Plan using a tax-free County contribution of an additional 14.5% to 17% of the employee's monthly salary.
- **Non-Elective Days** – 10 paid days per year with the option to buy an additional one to 20 elective annual leave days.
- **Flexible Spending Accounts** – Employees may contribute up to \$200 per month tax-free to a Health Care Spending Account and \$400 per month tax-free to a Dependent Care Spending Account. The County contributes \$75 per month to the Dependent Care Spending Account.
- **Savings Plan (401k)** – Optional tax-deferred income plan that may include a County matching contribution up to 4% of employee's salary.
- **Deferred Compensation Plan (457)** – Optional tax-deferred income plan that may include a County matching contribution up to 4% of employee's salary.
- **Holidays** – 11 paid days per year.

**SOCIAL SECURITY ACT OF 2004** Section 419(c) of Public Law 108-203, the Social Security Protection Act of 2004, requires State and local government employers to disclose the effect of the Windfall Elimination Provision and the Government Pension Offset Provision to employees hired on or after January 1, 2005, in jobs not covered by Social Security. The County of Los Angeles does not participate in the Social Security System. All newly hired County of Los Angeles employees must sign a statement (Form SSA-1945) prior to the start of employment indicating that they are aware of a possible reduction in their future Social Security benefit entitlement. For more information on Social Security and about each provision, you may visit the website at [www.socialsecurity.gov](http://www.socialsecurity.gov), or call toll free (800) 772-1213.

Persons who are deaf or hard of hearing may call the TTY number (800) 325-0778 or contact a local Social Security office.

**VOLUNTARY STATE AND FEDERAL INFORMATION** Pursuant to State and federal requirements, we are requesting that you voluntarily provide the following information: (1) your race/ethnicity and (2) your gender. This information should be on a separate piece of paper (without your name) attached to your resume. This page will be removed from your resume when it is received, kept confidential, and utilized solely for required statistical purposes.

**This announcement may be downloaded from the COUNTY OF LOS ANGELES website at:**

<http://hr.lacounty.gov>.

