

CAREER OPPORTUNITY



CITY OF
LONG BEACH

EXECUTIVE COMMUNICATIONS OFFICER CITY OF LONG BEACH \$115,000–\$130,000 DOE/DOQ

THE CITY OF LONG BEACH SEEKING AN EXECUTIVE COMMUNICATIONS OFFICER (ECO)

to oversee the activities and initiatives of the Police Department's Communications Division. The ECO will be part of the Police Department's Command staff and is expected to be a trailblazer who will formulate and implement strategic communications, promote internal communications, collaborate effectively in a law enforcement environment, and make this critical position their own. The ECO will oversee four talented Public Information Officers (PIO), sworn PIOs on special assignment, and part-time support staff and will report directly to the Chief of Police. The goal of this position is to engage the greater Long Beach community through thoughtful and strategic communications. The ECO will be public relations minded and showcase the positive culture and ongoing efforts of the Long Beach Police Department (LBPD), while also responding to critical incidents and emergencies in real time. The ideal candidate will find this fast-paced work environment to be immensely rewarding, as this role receives a significant amount of support from the City. They will have the interpersonal skills to work across departments and lead employees and engage key stakeholders on the Department's new strategic communications plan. The ECO will be a highly respected and integral part of the Department's success. If you are passionate about strategic communications, are culturally aware, and have a talent for adapting to changing situations and audiences, then this may be the role for you!



THE COMMUNITY

THE CITY OF LONG BEACH is located south of Los Angeles and adjacent to Orange County, making it a prime location with oceanside activities, diverse culture, and a unique economy. The City is home to approximately 470,000 residents living across the area's 51 square miles. The City of Long Beach's community is one of the most diverse in the United States, making it an excellent place to learn about and immerse yourself in various cultures. The top industries that support the City's economy include education, health, social services, manufacturing, retail trade, and professional services.

When you live in Long Beach, you get to enjoy the Southern California climate all year long, making surfing, hiking, golfing, and other outdoor activities quite popular in this area. Biking is a favorite pastime among residents, as this area is bike friendly. Walking around town is easy too, considering the City was rated the 10th "Most Walkable City" of over 100 cities globally. Long Beach features six miles of beaches and many parks and public spaces, as well as The Long Beach Convention Center, Aquarium of the Pacific, Queen Mary, and the annual IndyCar Acura Grand Prix of Long Beach.

THE CITY GOVERNMENT

THE CITY OF LONG BEACH is a charter city governed by nine City Council members elected by districts and a city-wide elected Mayor. The City Manager is appointed by the City Council and oversees 15 City departments. The City operates on a budget of \$3 billion and employs approximately 6,048 full-time staff. Long Beach is one of only three cities in California with its own Health Department and one of the very few municipalities with its own Water and Energy departments.

Learn more about the City's departments here:
www.longbeach.gov/departments/

The City of Long Beach is committed to creating a workplace where every employee is valued for who they are. Having our workforce reflect the diversity of our community at various levels of the organization is a continuous goal embraced by our departments, management staff, and policymakers. To support efforts of fairness and diversity, City Leadership is committed to incorporating equity and inclusion into our work by supporting staff and community partners. We are committed to promoting transparency by publishing updated demographic information for employees, including workforce diversity data and pay by race and gender.

THE DEPARTMENT

THE POLICE DEPARTMENT PROVIDES a diverse array of services in order to safely and constitutionally address a variety of public safety concerns. Its core services include 24/7 response to 9-1-1 emergencies and general calls for service, criminal investigations, victim support, police contract services supplied to external agencies, and a growing workload stemming from federal and state legislative mandates. The Police Department continues to augment its basic patrol services with its Quality of Life Teams and Mental Health Evaluation Teams and has increased its partnerships with regional partners that provide long-term care for individuals experiencing homelessness and/or requiring mental health services, care, and intervention.



FUTURE CHALLENGES & OPPORTUNITIES

- ▶ Developing and implementing a comprehensive strategic communications plan for LBPD
- ▶ Streamlining and improving communications processes and procedures
- ▶ Overseeing a gap analysis on communications strategies within the Department
- ▶ Enhancing the Department's social media presence and capabilities

THE JOB / THE IDEAL CANDIDATE

THE ECO WILL REPORT DIRECTLY to the Chief of Police while overseeing four Public Information Officers and on-call support staff. They will be tasked with establishing a comprehensive strategic communications plan, implementing best practices, developing press releases and social media posts, and serving as the lead spokesperson to media outlets. This is an integral position in the Department, requiring the ECO to be available 24/7 in the event of an emergency or critical incident.

The ideal candidate will be a natural leader, training their team on the nuances and culture of what and how the Department will communicate. They will consider communications from multiple angles and thoughtfully choose responses that will inform and resonate with audiences. They will be able to make effective decisions under tight deadlines and have sound critical thinking skills. The successful candidate will ideally have experience in law enforcement or working closely with public safety agencies and understand the sensitive nature of this work. Someone who is culturally aware and articulate is needed for this role, as they will need to convey complex communications to a diverse audience.



The ideal candidate will also...

- ▶ Work with a wide range of personalities and stakeholders.
- ▶ Be an excellent public speaker and representative of the Department.
- ▶ Understand the digital and media landscape that influences public communications.
- ▶ Work well under pressure and promote a positive work culture.
- ▶ Be committed to serving the Department's priorities of crime reduction, employee and community wellness, transparency, and accountability.
- ▶ Demonstrate superior customer service skills.
- ▶ Establish relationships and foster partnerships with City staff, the community, civic groups, and the media.



MINIMUM QUALIFICATIONS

Any combination equivalent to experience and education that could likely provide the required knowledge, skills, and abilities would be qualifying. A typical way would be:

- ▶ Graduation from an accredited university or college with a bachelor's or master's degree in Communications, Public Relations, Journalism, English, Advertising, Marketing, Criminal Justice, or a closely related field;
- ▶ A minimum of five (5) years of progressively responsible experience serving in a communications, media relations, or public affairs capacity;
- ▶ A minimum of three (3) years of supervisory experience;
- ▶ Possession of a valid Class C California Driver's License
- ▶ *In light of the 24/7 nature of Police Department operation, must be available to respond to incidents on-call and, as required, in the field.*

SALARY & BENEFITS

Annual Salary of **\$115,000 to \$130,000** DOE/DOQ and an attractive benefits package that includes:

SIGN-ON BONUS: Eligibility for the City's Recruitment Incentive Program

RETIREMENT: City offers CalPERS with a benefit of 2.5% @ 55 for Classic members or 2% at 62 for new members as defined by PEPRA, subject to the limitations set by PERS. Employee pays the employee portion. The City also participates in Social Security.

VACATION: 12-20 days based on longevity.

EXECUTIVE LEAVE: 40 hours per year. The City Manager has discretion to grant an additional 40 hours each year.

SICK LEAVE: One day earned per month.

FLEXIBLE WORK SCHEDULE: Eligible for 9/80 schedule

HOLIDAYS: 11 designated holidays per year, plus 4 personal holidays.

HYBRID WORK PROGRAM: Eligible to participate in the City's Hybrid Work Program. **See here.**

MONTHLY TRANSPORTATION ALLOWANCE: \$225

HEALTH, DENTAL, AND VISION INSURANCE: The City offers HMO and PPO options for health and dental insurance coverage(s), in addition to vision coverage.

LIFE INSURANCE: City-paid term life insurance policy equal to three times annual salary to a maximum of \$500,000

DISABILITY: City-paid short-term and long-term disability insurance.

FLEXIBLE SPENDING ACCOUNT: Optional annual election for employees to reduce taxable income for payment of allowable childcare or medical expenses (via debit card).

MANAGEMENT PHYSICAL: Annual City-paid physical examination.

DEFERRED COMPENSATION 457(B) PLAN: Voluntary retirement savings program available through MissionSquare. The City also currently contributes an additional 2% of base salary on behalf of the employee to a 401(a) plan.

GYMPASS

HEALTH ADVOCATE

HOW TO APPLY

For first consideration, apply by **NOVEMBER 21** at:

[>>> WBCP JOB BOARD <<<](#)

SECURE THE DATES

Round one interviews will be virtual and take place on **DECEMBER 14**. Round two interviews will be in person and take place on **JANUARY 6**. (Candidates invited to interview will need to be available for both days.)

Please contact your recruiter, Sam Sackman, with any questions:

541.630.0657 (direct)
866.929.9227 (toll free)
sam@wbcpinc.com