



East Bay

Regional Park District

Assistant
General
Manager

EXTERNAL AFFAIRS

THE PARK DISTRICT

The East Bay Regional Park District (“The Park District”) 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 its 126,000 acres, making it the largest regional Park District in the United States. The Park District has a diverse portfolio of parks, shorelines, lakes, mountains, forests, wilderness areas, swim facilities, golf courses, and cultural sites. These parks reach across two counties, which include 33 urban cities.

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 by restoring wetlands, repairing levees, thinning trees, monitoring algae blooms, and building park facilities.

The Park District is a result of decades of hard work by innumerable citizen activists, elected Board of Directors, General Manager, Assistant General Managers, Park District employees, environmental organizations, public officials, volunteers, and taxpayers who have collaborated to ensure that residents in the region have access to a system of magnificent regional parklands. The Park District has a mission to preserve 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. For more information: www.ebparks.org

GOVERNANCE

The Park District is governed by a seven-member elected Board of Directors. The Board selects the Board President and other Board Officers to serve a one-year term. Each Director represents a specific geographic area known as a ward. The Park District itself comprises all of Alameda and Contra Costa counties representing 2.8 million residents. The General Manager serves at the pleasure of the Board. Bi-monthly public meetings and monthly committee meetings are conducted to transparently discuss policies and conduct Park District business.

THE DIVISION

The Park District’s External Affairs Division is based out of Park District headquarters in Oakland, California. The External Affairs Division has a total budget of \$10.3 million and includes thirty-five (35) Park District staff members who are organized in 3 department units that are all focused on connecting the broad East Bay community with information about the value of Park District through our staff, as well as our website, social media, traditional media, events, exhibits, graphic and environmental design, and public notices, and other communication. The three departments include:

Public Affairs (28 FTE)

Archives and History is responsible for overseeing historical collections, cataloguing, maintenance and public access to Park District historical materials, digital stories and photographs/videos dating back from the 20th century.

Creative Design Group develops Park District branding standards, collateral material, brochures and publications. It designs and fabricates district-wide park signage and produces signature events, and it develops and maintains interpretive exhibits throughout 73 parks and 10 visitor centers.

Community Relations engages with and establishes meaningful, mutually beneficial relationships within East Bay communities to strengthen park activation through multicultural outreach, events, public information, and programming.

Public Information disseminates information about the Park District to East Bay residents and key stakeholders through tradition-

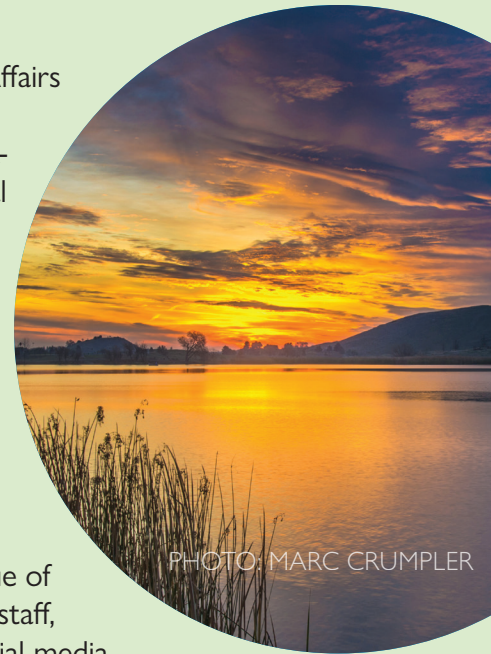


PHOTO: MARC CRUMPLER

al and social media providing topical, relevant and timely communications about issues, programs, activities.

- » Works with and provides administrative support to the **Regional Parks Foundation** Executive Director, which is an independent 501(c) (3) not-for-profit organization that supports the East Bay Regional Park District through fundraising to provide universal access, environmental stewardship, educational and recreational programs and the acquisition of parklands. One of the Foundation's priorities is to increase park equity and provide educational opportunities for youth and diverse communities.



PHOTO: ALLAN MENDEZ

Clerk to the Board (4 FTE)

- » Schedules and manages all Board and Committee meetings as well as Study Sessions and the Board Retreat; coordinates the preparation and production of Board meeting agendas, minutes, and materials in compliance with the Brown Act; facilitates the election of the Board Officers and Committee assignments.
- » Provides and coordinates administrative and clerical support for the Board of Directors and acts as the official custodian of all Park District records and performance of various statutory duties.
- » Administers elections in coordination with election officers from Alameda and Contra Costa counties, as needed.

Governmental and Legislative Affairs (3 FTE)

- » Works to advance Park District budget, policy and project priorities by proactively maintaining relationships with Board members, legislative delegates in Sacramento and Washington DC as well as federal, state and local agency executives.

- » Provides staff support on any Park District sponsored legislation or ballot measures and engages in external policy development for grants, regional and statewide ballot measures and policy changes.
- » Enhances the Park District's partnerships and relationships with local, regional, state, and federal agencies and elected officials to effectively advocate for key Park District policies and initiatives in areas of Climate-friendly, equitable park access, ecosystem stewardship, extreme weather preparedness, green jobs, welcoming facilities, and wildfire resilience, etc.
- » Enables the Park District to be competitive and considered for federal, state, and local funding opportunities to support key infrastructure projects, inclusive interpretation, and educational opportunities, increasing conservation through land acquisition, and ensuring the fiscal health of the Park District.

THE POSITION

The Assistant General Manager (AGM) of External Affairs is appointed by the General Manager and reports to the General Manager or a Deputy General Manager. The AGM is a key member of the Park District's executive leadership team with significant involvement in the long-term operational plans and strategies to meet the Park District's vision for the future. The AGM is the subject matter expert and strategic advisor to the General Manager, executive leadership team, and the Board of Directors on all aspects of public and governmental affairs, internal and external communications, maintaining the Park District's public image and support for the Board of Director's meetings and activities. The AGM serves as the Park District's primary spokesperson and trusted partner for the public, special interest groups and provides technical expertise in community, media and governmental relations.

The AGM leads and directs the operations of the External Affairs Division to promote, educate and inform stakeholders, electeds, government agencies, and the general public about a wide variety of Park District public information programs, and initiatives including the delivery of our equity mission. The AGM is responsible for developing, leading and executing the Park District's short- and long-term, external and internal communications and legislative strategy as well as the traditional and digital media relations and pub-

lic information programs to 3 million residents within its two-county jurisdiction and in accordance with the Park District's strategic goals and objectives. The AGM maintains the Park District's brand using metrics and intelligence sources to stay focused on public (and employee) perceptions relative to Park District opinions, policies and Board decisions. The position also promotes and communicates Park District

strategic goals, mission and values to internal and external audiences and partners while creating and maximizing informational and branding opportunities.

The AGM is also responsible for oversight of the Clerk to the Board which includes producing agendas, minutes, appropriate public notices and all other activities to be compliant with State law.

The Government Affairs department also reports to the AGM and focuses on issues of regional, state or national public affairs importance, and represents the Park District in these matters. Additionally, this position is the Park District's representative to a number of external governmental organizations and elected officials and serves on various boards and committees on matters related to public or governmental affairs. In doing so, the AGM assures that the Park District's operational and financial interests receive maximum attention, and decisions are consistent with the Park District's mission, vision, values, and overall strategic plan.

KEY PRIORITY INITIATIVES

The new AGM will be expected to accomplish the following in the next 12 months:

Develop a common and cohesive vision for the division. Recommend and implement changes aimed at building a best-in-class division known for innovation, efficiency, compliance and collaboration that aligns with the Park District's strategic goals, objectives and values.

Drive the messaging around the Park District's equitable service delivery mission and promote access by strategically and intentionally messaging to, and communicating with, underrepresented and diverse communities.

Develop and implement a communications strategy and plan that:

- » Enhances the Park District's website and social media presence to amplify and disseminate information in an effective, timely and transparent manner as well as ensuring transparency with respect to the Board actions
- » Defines the stakeholder engagement system, process and program for various initiatives, public information and education campaigns that honors and respects the stakeholders needs in the context of the Park District's mission.
- » Continues to support efforts for district-wide employee and community engagement to have direct input on the Second Century District Plan through employee working groups, community outreach activities, and on-going engagement with the Park Advisory Committee.

Engage on implementation of the California Climate Bond and other key Initiatives to ensure the Park District qualifies for competitive funding for park access and restoration projects.

Advocate for amendments to the State regulatory process to improve service delivery of natural ecosystem restoration work.

Develop additional training and review of Board policies to enhance effective operations of the Board of Directors.

Continue to expand and enhance external partners through the Park District's Local Government Program, community outreach, partnerships, and enhanced communications strategies.

THE IDEAL CANDIDATE

The Park District is looking for an experienced, visionary and proactive public and governmental affairs, and strategic communications professional to lead the External Affairs Division. The ideal candidate will be a messaging expert, reputation manager and thoughtful strategist who will serve as the "right arm" to the General Manager. The AGM role is ideal for a high-energy, well-connected influencer and creative, tech savvy leader who promotes a culture of innovation and high performance with solid digital media skills, and storytelling abilities.



PHOTO: DAVOR DESANCIC

The ideal candidate is people and community centric; an innovative communications leader with a demonstrated track record of understanding diverse audiences, experience with federal, state, and local governments and agencies, cross-cultural marketing, and digital engagement that results in the broadening and diversifying of an audience base. The AGM will have a holistic understanding of how all elements and systems work together – communications, good government, digital strategy, brand/creative design, park user experience and public education/information to support the Park District's unique mission, values and goals.

The successful AGM will be deeply committed to and have a passion for the Park District's mission, services and values of equity, inclusion and access. The AGM will be a strong team builder who possesses a coaching and mentoring leadership style, drives creativity and enthusiasm in others. The AGM fosters a culture of ongoing curiosity, growth, learning creativity, efficiency, and stakeholder/community/elected engagement. The commitment to working collaboratively and cross-functionally at every level of the organization and with external partners, while supporting the External Affairs staff to flourish in their roles, is paramount to the success of the new AGM. Not all candidates for this position may have in-depth experience in all program areas under the External Affairs Division, but possessing many of these attributes will define the ideal candidate:

- » Demonstrable experience in using best practices to develop and lead communications, public information, stakeholder engagement and digital media plans and campaigns, including governmental affairs activities.
- » Demonstrable experience in building a successful communications/governmental affairs team.
- » Highly adept at managing a multitude of sensitive issues simultaneously with confidentiality and excellent organizational skills and the ability to attend to details and make strategic recommendations or decisions, while keeping pace with opportunities and responding to urgent challenges.
- » Ability to provide oversight and support for the Clerk



to the Board staff for their designated activities that involve the Park District's Board of Directors.

- » Demonstrated experience with using different marketing and communication channels to reach broader and more diverse audiences.
- » Experience working with elected officials, and agency or organization executives, as well as advocating for legislative measures or policy changes at the federal, state or local level.
- » Experience managing budgets.
- » Knowledge of issues facing, and the unique cultural nuances relative to, the various population groups in an ethnically diverse and multi-cultural community.
- » Strong employee leadership skills who empowers staff through relying upon their technical expertise and who views all involved in the organization through an asset/strengths-based lens; and holds staff accountable.
- » Demonstrated achievements as an adaptive change agent, collaborator, coach, and team and coalition-builder.
- » Ability to manage multiple priorities, projects, and deliver on stated deadlines.
- » Proven analytical, problem-solving and decision-making skills.
- » Strong interpersonal and executive leadership skills with the ability to connect with the executive leadership team as well as the Board of Directors.
- » Ability to work efficiently in a broad cultural spectrum.
- » Practical experience with market research techniques including voice of user/stakeholder, surveys, focus groups and market analytics.
- » Ability to work independently and demonstrate initiative in managing and prioritizing a high volume of work, including assignments directly providing visibility to elected or appointed officials members through events, speaking engagements or other messaging opportunities to communicate the value of the brand.

- » Character and competence marked by the ability to provide strategic direction which combines calm and critical thinking.
- » A natural and effective written and oral communicator with persuasive editorial abilities.
- » Confident, focused, and approachable; outgoing, friendly.
- » Demonstrated commitment to diversity equity and inclusion (DEI).
- » A commitment to exceptional standards, and a desire for continuous improvement.
- » Comfortable with ambiguity.

EXPERIENCE & EDUCATION

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

- » **Education:** A Bachelor's degree from an accredited college or university in public administration, communications, journalism, media or public relations, marketing, or a related field, AND
- » **Experience:** Eight (8) years of full-time experience in external public, community, and/or governmental affairs, including three (3) years of experience at the senior management level involving supervision responsibility.

Substitutions: A Master's Degree from an accredited college or university with major course work in public administration or communications, journalism, media or public relations, marketing or a related field may be substituted for a maximum of two (2) years of the required non-supervision experience.

COMPENSATION

At the Park District, Assistant General Managers earn between \$239,220 and \$320,590. Planned salary increases are as follows: 3% in April 2025, 1% in November 2025, and 3% in April 2026. Initial placement within this range typically does not exceed the mid-point but is negotiable dependent upon qualifications and experience. The Park District also offers a generous benefits package including:

- » Retirement – Classic CalPERS Members- employees established with CalPERS or have worked

for a reciprocal agency prior to 01/01/2013, will contribute 8% towards their retirement. Employer contribution is 10.48%; Employees enrolled in CalPERS on or after 01/13/2013, will be placed in PEPR Miscellaneous Retirement, and will contribute 7.75%. Employer contribution is 10.48%.

- » Vacation Accrual – Newly hired to 4 years: 12 days per year. Additional vacation accrual can be negotiated (up to 21 days per year) as part of the total compensation package based on years of service with other public agencies.
- » Sick Leave Accrual – 12 days per year, unlimited accrual.
- » Holidays – 15 paid holidays.
- » Management Administrative Leave - up to 80 hours annually.
- » Medical Insurance – Choice of CalPERS HMO and PPO Health Plans. Park District pays 100% of Kaiser Family Premium.
- » Vision Insurance – Voluntary benefit. Employee paid. Coverage through Vision Service Plan (VSP) for either Standard or Premium Plan.
- » Dental Insurance – District paid. Employees will be automatically enrolled. Dependent enrollment is optional. Option of seeing Delta Dental PPO or Delta Dental Premier dentists. The annual maximum benefit is \$2,000 per enrolled participant. Diagnostic, preventative, and basic benefits: 90% plan and 10% enrollee co-payment.
- » Social Security & Medicare – Employee Cost: 7.65% of earnings (6.2% Soc. Sec. + 1.45% Medicare) Employer Cost: 7.65% of earnings (6.2% Soc. Sec. + 1.45% Medicare)
- » Other Benefits – Deferred Compensation Plan; Flexible Spending Accounts; Life Insurance Accidental Death & Dismemberment (AD&D) Insurance; Tuition Reimbursement; Employee Assistance Program; and Long-Term Disability



PHOTO: SALLY RAE KIMMEL

(District paid - up to 70% of salary up to a maximum monthly benefit of \$10,000).

- » **Vision Insurance** – Voluntary benefit. Employee paid. Coverage through Vision Service Plan (VSP) for either Standard or Premium Plan.
- » **Dental Insurance** – District paid. Employees will be automatically enrolled. Dependent enrollment is optional. Option of seeing Delta Dental PPO or Delta Dental Premier dentists. The annual maximum benefit is \$2,000 per enrolled participant. Diagnostic, preventative, and basic benefits: 90% plan and 10% enrollee co-payment.
- » **Retirement** – **Classic CalPERS Members**- employees established with CalPERS or have worked for a reciprocal agency prior to 01/01/2013, will contribute 8% towards their retirement. Employer contribution is 10.48%; Employees enrolled in CalPERS on or after 01/13/2013, will be placed in **PEPRA Miscellaneous Retirement**, and will contribute 7.75%. Employer contribution is 10.48%.
- » **Social Security & Medicare** – Employee Cost: 7.65% of earnings (6.2% Soc. Sec. + 1.45% Medicare) Employer Cost: 7.65% of earnings (6.2% Soc. Sec. + 1.45% Medicare)
- » **Other Benefits** – Deferred Compensation Plan, Flexible Spending Accounts, Life Insurance, Accidental Death & Dismemberment (AD&D) Insurance, Tuition Reimbursement, Employee Assistance Program, Long-Term Disability.



PHOTOS: KARL LA RUE



an oral panel interview tentatively scheduled for early March 2025. Thereafter, a select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval. Finalist interviews with the General Manager will follow and be held at the East Bay Regional Park District Main Office in Oakland California.

For more information, contact Allison Picard in Human Resources at apicard@ebparks.org

The East Bay Regional Park District is an Equal Opportunity Employer

THE APPLICATION PROCESS

If you are interested in this outstanding opportunity, please apply at: [governmentjobs.com/careers/ebparks](https://www.governmentjobs.com/careers/ebparks)

Filing Deadline: 5:00 p.m. on February 23, 2025

Following the closing date, applications, resumes and cover letters will be screened according to the qualifications outlined above. The most qualified candidates will be invited to

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