



The Portola Valley Town Center, completed in 2008, received a LEED Platinum rating, the highest recognition for achievement by the U.S. Green Building Council. The Town Center is one of only a handful of municipal projects in the nation to achieve such a rating. The campus has also received many other awards, including the prestigious AIA award in 2008 for one of the Top Ten Green Projects in the world.



The Town of Portola Valley
Invites Applicants for:

Communications & Sustainability Management Analyst

Filing Deadline: July 30, 2017

Apply by sending letter of interest and resume to:
bdegarmeaux@portolavalley.net

ABOUT THE TOWN ~

The Town of Portola Valley lies in the scenic foothills of southern San Mateo County just five miles west of Palo Alto. Covering ten square miles and with a population of approximately 4,500, the Town prides itself on its small town rural character. An elected five-member Town Council sets policy for the Town, with valuable assistance from the Town's fifteen active volunteer commissions and committees.



Since incorporation in 1964, development in Portola Valley has been measured and the Town has retained a rural ambiance. Many believe that the community offers a good balance between modern life and pastoral quiet. Residents treasure the Town's nineteen hundred acres of permanent open space, environmental heritage and sustainability ethic, and fine public schools. An extensive trail system, scenic roads, and natural views of the western hills contribute to one's feeling of being in the country, as do architectural guidelines that call for buildings to be subservient to the land. Commercial activity is encouraged to the extent that it meets the needs of community residents. The Town has a budget of approximately \$6 million with a total of sixteen full-time employees. Given its size, staff is team and customer-oriented, resulting in a friendly and professionally casual work atmosphere.

POSITION DESCRIPTION ~

The Town of Portola Valley is seeking a highly motivated, communications professional with an interest in sustainability and environmental issues. This is a rare opportunity to take ownership of and develop the framework for this newly created position. The Communications & Sustainability Management Analyst will have an essential role in managing Town communications, including creating and implementing the first communications and public engagement program for the Town. In this tight-knit, environmentally oriented community you will also help develop sustainability initiatives and forward-thinking policies that have an impact locally, and potentially regionally. Portola Valley is known for its rural character, natural beauty and environmental leadership, including funding one of the first LEED Platinum Town Center facilities, opting into the recently formed Community Choice Energy program at 100% renewable electricity, and most recently enacting a first-of-its-kind Green Building Ordinance. Join this collaborative environment, with an exceptional team, who really care about the Town and its residents.

ESSENTIAL JOB FUNCTIONS ~

Under general supervision from the Assistant to the Town Manager, perform a wide variety of routine and complex administrative, technical and professional work in analyzing and administering various special projects and/or programs. The Management Analyst will have the primary role of managing the Town's communications and assisting with the Town's sustainability initiatives. In addition, the Management Analyst will assist the Town Manager and other department heads with special projects as time allows and assigned. *Key responsibilities include, but are not limited to:*

Communications

- Working with the Assistant to the Town Manager and Town Manager, develop and implement a comprehensive Communications and Marketing Plan, including strategies for assigned program areas and projects related to Town departments and operations, services, and programs and committee activities; as part of overall Town strategic plan, develop calendar of outreach for Town communications.
- Assist in the development of the Town's branding and marketing to create a cohesive and consistent look and identity for the Town; create a style guide for staff use; establish policy for staff communications to public.
- Develop and implement a variety of outreach activities and communications methods to educate, inform and engage the public and foster public awareness of available services.
- Develop, prepare and distribute Town publications, advertising, outreach and promotional materials both in print and online, including website posts, emails, flyers, posters and postcards.
- Work closely with Town staff, department heads and committee members to develop appropriate and engaging content.
- Create and administer Town social media accounts; oversee and update Social Media Policy as needed; include plan for use in Communications Plan.
- Research, learn and development deployment plan for new communications tools.
- Collaborate with staff to develop and implement changes to the Town website that enhance resident experience and engagement; ensure accurate and current information is available regarding programs, events and services.
- May serve as Public Information Officer; under supervision of Town Manager, answer media inquiries; write and distribute press releases, newsletter and other public information.
- Create and manage postings on PV Forum listserv, NextDoor and other relevant community groups.
- Develop targeted outreach materials and delivers through traditional marketing, community-based social marketing and social media.

Sustainability

- Develop, implement and promote environmental programs and policies related to water conservation, energy efficiency, waste management, recycling and transportation.
- Survey, plan, develop, and coordinate training and education of the general public, schools, businesses, and institutions in best practices of sustainability, green design and reuse and recycling of materials; plans events such as speaker series and Earth Day Fairs.
- Conduct tours of the Town Center focused on green building features.
- Act as a resource to staff, residents, schools and businesses; fields, researches and responds to inquiries.
- Administer the Town's Environmentally Preferable Purchasing Policy (EPPP); set yearly goals; track and assist staff in bringing purchases in-line with EPPP; and identify opportunities to make operational processes more energy- and water-efficient.
- Act as resource to residents and waste hauler in resolving garbage/recycling issues.
- Collect data, analyze and report on a broad range of sustainability topics including greenhouse gas emissions, utilities (energy and water), environmental impact (waste, materials), and/or Climate Action Plan-related initiatives; maintain records related to data.
- Measure the effects of Town programs in terms of improved resource efficiency, waste elimination, and reduction of greenhouse gases.
- Working with Assistant to Town Manager, plan, coordinate and lead community events including workshops, trainings, presentations, meetings, Clean-Up days, etc.

- Keep abreast of current developments, trends, and legislative actions in the field of waste management, water conservation, energy efficiency, sustainable buildings and other environmental programs; monitor and review legislation relevant to the Town.

General

- Under the Direction of the Assistant to the Town Manager, assist the Town Manager and department heads with special projects as needed and time allows.
- Provide responsible professional and technical assistance in the development, administration and implementation of Town programs; assist in researching and making recommendations on programs, policies, goals and procedures; collect and compile relevant data to support recommendations.
- Assist in the development of new programs; monitor and coordinate the daily operations of assigned program areas; maintain appropriate records and statistics.
- Research and prepare technical and administrative reports and presentations of issues to the Town Council, committees, and community groups.
- Research and pursue funding opportunities, recognition awards, partnerships, donations and grants to expand programs.
- Prepare grant proposals for relevant departments; coordinate grant activities with Town staff and committees, including monitoring grant activity to ensure that stipulations and regulations regarding the grant funds are met; maintain appropriate records.
- Research and compile information for requests from external agencies as well as county and region-wide issues including surveys, studies, coordination and related functions.
- Act as liaison to relevant county and regional agencies and organizations; attend meetings as needed; develop productive relationships with these entities and peers to identify program and funding opportunities that will assist the Town in reaching its goals; act as staff liaison to Town committees as assigned.
- Participate in budget preparation related to program areas; prepare cost estimates for budget recommendations; monitor expenditures.

QUALIFICATIONS ~

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Operational characteristics, services, and activities of a California municipal government.
- Principles and practices of traditional marketing, community-based social marketing (for environmental programs), social media marketing, advertising, public relations and community outreach, market research and analysis, printing and publishing.
- Principles of community-based social marketing, social media marketing and community
- Principles and practices of program, policy, and procedure evaluation and development.
- Principles and practices of designing effective environmental programs and policies including principles of sustainability related to water conservation, energy efficiency, waste management, recycling and transportation.
- Advanced methods and techniques of data collection, research, and report preparation.
- Principles of business letter writing and report preparation.



- Principles and practices of state and local legislative process.
- Principles and practices of record keeping.
- Principles of graphic design used to develop outreach materials; skill in Adobe Creative Suite (Illustrator, Photoshop, InDesign and Acrobat).
- Public relations and customer service techniques.
- Public speaking techniques.
- English usage, spelling, grammar, and punctuation.
- Office procedures, methods, and equipment including computers and applicable software applications.
- Pertinent federal, state and local laws, codes and regulations.

Ability to:

- Operate computer systems and applications, including office software (i.e., Microsoft Word, Excel, PowerPoint, etc.).
- Utilize spreadsheets to perform data analysis.
- Utilize graphic design software and writing skills to create engaging marketing and outreach content and materials, both in print and via the Internet.
- Perform professional marketing and/or public information duties to promote and market Town programs, policies and services.
- Perform a wide variety of highly responsible, complex, and diverse advanced level professional duties involved in providing administrative, analytical, and technical support involving the use of independent judgment and personal initiative.
- Understand the organization and operation of the Town as a whole and outside agencies as necessary to assume assigned responsibilities.
- Interpret and apply pertinent federal, state, and local laws, codes, and regulations as well as Town policies and procedures.
- Conduct various administrative and organizational studies and analyses on a wide variety of complex issues.
- Analyze problems and processes, identify alternative and/or more efficient solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Research, analyze and evaluate Town-wide programs, policies, and procedures; make recommendations and prepare reports for improvements.
- Collect, evaluate, interpret and translate into usable format complex information and data.
- Coordinate a variety of complex tasks and assignments simultaneously.
- Prepare clear and concise technical, administrative, and/or financial reports.
- Plan and organize work to meet changing priorities and deadlines.
- *Build and maintain positive working relationships with co-workers, other Town employees, committee members and the public using principles of good customer service.*
- Demonstrate a civic entrepreneurial spirit by generating new and innovative ideas and development of better methods to accomplish tasks and complete projects.
- Develop and maintain cooperative relationships with local schools, businesses, outside agencies and the public that enable the implementation of projects and programs that further the Town's sustainability goals.
- Effectively present information and respond to questions from internal and external customers including council members, committee and commission members, and the general public.
- Develop creative and engaging community outreach materials, both in print and online formats.
- Under the direction of the Assistant to the Town Manager, prepare for and facilitate meetings for a wide-variety of groups, including Town committees.
- Communicate clearly and concisely, both orally and in writing.

- Adjust communications tone and style to address a variety of audiences, including community members, businesses, committee members, the Town Council and internal staff.
- Attend night and weekend meetings and/or events as necessary to perform job functions.
- Independently prepare correspondence and memoranda.

EDUCATION & EXPERIENCE GUIDELINES ~

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 is:

Education/Training: A Bachelor's degree from an accredited college or university with major course work in public administration, public relations, business administration, communications, marketing, sustainability, planning or a related field; Master's degree preferred. Coursework in environmental, energy or climate science desired.

Experience: Three years of increasingly responsible administrative and analytical experience in research, program oversight, project management, and/or policy that demonstrates a strong understanding of operations in a hands-on environment and the role of local government. Must have demonstrated experience managing communications, marketing and community outreach experience. Graphic design and web design experience highly desirable.

License or Certificate: Possession of, or ability to obtain, valid California Driver's License; ICS 100, 200, and 700 certifications (can be acquired online before job begins).

PHYSICAL DEMANDS AND WORKING ENVIRONMENT ~

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Standard office setting. CONTINUOUS work indoors in close proximity to co-workers and members of the public. Work schedule is either a standard 40-hour work week during core business hours (8:00 am to 5:00 pm) or a 9/80 schedule. For the 9/80 schedule employees are required to work nine hours (for example from 7:30 a.m. to 5:30 p.m.) for eight work days, eight hours on a ninth work day, with the tenth day off (alternate Fridays off). Work schedule also includes frequent after-hours meetings and occasional weekend meetings/events. Work environment is both formal and informal, team oriented, having variable tasks, pace, and pressure. Work is performed indoors in office and meeting rooms, occasional assignments outside and field visits in hilly terrain.

EMERGENCY DISASTER SERVICE ~

All Town employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the Town requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.

COMPENSATION AND BENEFITS ~

Salary: Depending on qualifications

Administrative Management Analyst Classification - \$78,288 to \$97,471 annually

The Town's employee benefits for this position currently include the following:

- Participation in the State of California Public Employees Retirement System (CalPERS) in the 2% @ 62 retirement plan (some individuals may be eligible to participate in a different CalPERS retirement benefit dependent upon prior CalPERS service).
- Generous contribution to Cafeteria Plan (Section 125) for employee to select from CalPERS medical plans, opt-out, or deferred compensation plan. The Cafeteria Plan allowance is adjusted annually on January 1.
- Nine paid holidays per year plus business days between Christmas and New Year's Day.
- Up to 20 days of vacation per year (depending on years of service).
- Twelve days of sick leave accrued per year.
- Option for 9/80 work schedule.
- Tuition reimbursement; long-term disability insurance; and life insurance.

EVALUATION AND SELECTION PROCESS ~

To apply for this position, please submit a letter of interest and resume to bdegarmeaux@portolavalley.net.

Filing Deadline: July 30, 2017 at 5:00 p.m.

Letters of interest and resumes will be reviewed and the most qualified candidates will be invited to participate in an interview process. The following is a tentative recruitment calendar. Please note that the dates are subject to change without notice.

- Week of July 31 ~ Review of applications
- Week of August 7 ~ First round of interviews
- Week of August 21 ~ Final round of interviews

The selected candidate will be required to complete an employment application and a thorough background investigation including reference check. The selected candidate will also be required to provide proof of degrees, certifications, licenses, required training, and any additional information needed to verify qualifications and eligibility to work in the United States.



The Town of Portola Valley is an equal opportunity employer. Candidates will be given consideration without regard to race, gender, age, disability, sexual orientation, military service, national origin, or other protected status. The provisions of this job announcement do not constitute an implied contract. Any provisions may be modified or revoked without notice.