

CHIEF COMMUNICATIONS & PUBLIC AFFAIRS OFFICER

*Santa Monica is setting a bold new direction.
Help architect the communications
strategy that brings it to life.*





A GREAT FIT

Are you ready to lead communications for one of California's most iconic cities? The City of Santa Monica is seeking a visionary Chief Communications and Public Affairs Officer to shape our story, strengthen connections with our community, and guide innovative public engagement strategies.

This role is ideal for someone who:

- Thrives at the intersection of strategy, storytelling, and public service.
- Wants to build and oversee citywide communications programs, from marketing and social media to video production and print publications.
- Enjoys partnering with elected officials, city leadership, and diverse community stakeholders to promote transparency and trust.
- Is motivated by problem-solving, leading teams, and implementing initiatives that make a tangible difference in the community.
- Seeks a high-impact leadership role where your vision, creativity, and expertise influence city priorities and public perception.
- Values collaboration, innovation, and continuous improvement in communications.

Santa Monica is seeking a collaborative, authentic leader who values people, builds trust, and inspires excellence. The next Chief Communications and Public Affairs Officer will:

- Put the team and organization first, fostering collaboration and shared success.
- Bring emotional intelligence and a genuine passion for people, both

inside the organization and in the community.

- Drive innovation and excellence, elevating communications and public engagement across the City.

If you thrive on teamwork, continuous improvement, and making a real impact, this is your chance to help shape Santa Monica's story and strengthen its connection with the community.

THE COMMUNITY

Santa Monica, California, is a vibrant and iconic coastal city known for its breathtaking ocean views, dynamic arts and culture scene, and world-class amenities. Home to approximately 93,000 residents across 8.5 square miles, the city blends natural beauty, urban energy, and an engaged, forward-thinking community.

Residents and visitors enjoy award-winning public schools, a thriving small-business ecosystem, renowned dining and entertainment, and premier recreation—from the Santa Monica Pier and three miles of scenic beaches to the Third Street Promenade and an expansive network of parks and open spaces. Santa Monica is a national leader in sustainability, public transit, and bicycle infrastructure, offering convenient bus and light-rail connections to the greater Los Angeles region.

As the heart of Silicon Beach, Santa Monica is a hub for technology, entertainment, and innovation, home to major global companies and entrepreneurial start-ups alike. This distinctive blend of creativity, commerce, and coastal charm makes Santa Monica an exceptional place to live, work, and play.

With more than 4 million visitors annually, Santa Monica is a premier global destination that continues to evolve, innovate, and inspire.

THE CITY

Since incorporation on November 30, 1886, the Santa Monica City government has been a leader in shaping best practices in local government in California and beyond. Public service is a proud tradition in the community where a results-oriented city government dynamically serves its nearly 93,000 residents. Santa Monica is a full-service Charter City with a Council-Manager form of government. Seven City

Council Members are elected at-large to staggered four-year terms, and the Council selects one of its own members to serve as Mayor and appoints the City Manager, City Attorney, and City Clerk. The City Council also serves as the governing body for the Santa Monica Redevelopment Successor Agency, the Housing and Parking Authorities, and the Public Financing Authority.

The 19th-largest city in LA County by population, Santa Monica has the third-largest municipal budget, totaling \$796.6 million for FY2025-26. This number reflects the operating and capital activities of 31 funds across 15 departments with approximately 2,147 permanent and temporary full-time equivalent positions. City employees look for ways to keep Santa Monica at the leading edge, offering services and policies that are more comprehensive and progressive than most cities.

As a full-service city, Santa Monica provides police, fire, a regional transportation network, refuse and recycling, streets, parking, planning, building, engineering, a high-speed fiber optic network, parks, affordable housing, economic development, library, rent control, recreational, cultural, and educational services to the community. The city also runs its own bus system (Big Blue Bus), water services, a cemetery, the Santa Monica Pier, and the Santa Monica Municipal Airport.

Santa Monica is committed to being a welcoming workplace where advancing equity and inclusion are priorities. Santa Monica is equally committed to changing systems and dismantling structures responsible for racial disparities. Necessary steps have been taken to create internal programs and advance community initiatives focused on racial equity, recognizing that within each individual effort, a myriad of social identities, including gender, sexual orientation, class, and ability, benefit from the more inclusive policies generated by these efforts.

For additional information on this dynamic city, visit santamonica.gov



One Team * One Focus

One SaMo

The City's leadership team has invested significant time and attention in building a more intentional and deliberate workplace culture, focused on the following key elements:

We are one team... that exists to cultivate and shape a resilient, inclusive, and truly livable City – stable in foundation, prosperous in spirit, inspiring all to thrive.

We have one focus... to differentiate ourselves by uniting as one City team, where individual responsibility is intertwined with a collective accountability to deliver exceptional services to our community – empowering Santa Monica to advance new ideas and push the boundaries of what a City can achieve.

We are One SaMo... where we prioritize the creation of a team-oriented organizational culture that will be achieved through living our values every day.

One SaMo

Of primary importance for the One SaMo operating model is our values structure, which serves as an articulation of the behaviors that we expect from all members of our team.

These values include:

- Humility
- Integrity
- Motivation
- Care

THE JOB

The Chief Communications and Public Affairs Officer serves as a trusted strategic partner to the City Manager and the City's executive leadership team, providing high-level, complex administrative support for high-priority initiatives. This role works at the intersection of policy, operations, and community engagement, managing the City's legislative platform, supporting



the City Council, and collaborating regularly with intergovernmental agencies, neighborhood groups, and key community stakeholders. A central responsibility of this role is to develop, implement, and evaluate an annual, integrated strategic communications plan that strengthens the City's brand identity, broadens awareness of major events, programs, priorities, and projects, and elevates the visibility of key messages across diverse stakeholder audiences. This role is for a forward-thinking, relationship-driven professional who thrives in a fast-paced environment and is motivated by meaningful, citywide impact.

The position reports to the City Manager and serves as an integral member of the City Manager's Office, while overseeing staff in the Policy & Legislative Affairs and Communications divisions, which include CityTV, Marketing/Branding, and Media Relations.

THE IDEAL CANDIDATE

In addition to the attributes previously mentioned, the ideal candidate will also be:

- A strategic problem solver
- A trusted builder of relationships and trust
- A skilled collaborator and effective convener
- A communications subject matter expert
- A professional with exceptional judgment
- Relationship-based and community-minded

- Innovative, imaginative, and forward-thinking
- An advocate for and embracer of diversity
- Consistently empathetic and emotionally intelligent
- Self-motivated and highly driven
- Hard working and accountable
- Resilient and adaptable in a dynamic environment
- Politically astute while remaining neutral and objective
- Professional, approachable, and grounded
- Someone who brings a healthy sense of humor

This position requires:

- A bachelor's degree; a master's degree in journalism, marketing, communications, public administration, or a related field is preferred.
- Six (6) years of recent, paid, increasingly responsible and complex marketing, communications and/or public or government affairs experience in a leadership role within a complex government, municipality, nonprofit, or similarly structured entity. At least two (2) years of recent experience must have included management and/or supervisory responsibility.
- Development and management of integrated communications strategies, including social media, print publications, news releases, community, and elected or board communications, are also required.

COMPENSATION & BENEFITS

The salary range for this position is currently under review and is anticipated to be up to \$258,756. Santa Monica offers a competitive benefits package, which includes, but is not limited to:

CalPERS Retirement: 2% at 55 formula for Classic CalPERS members (current employee contribution of 7%). New member formula is 2% at 62 (employee contribution is the rate prescribed by CalPERS in accordance with Government Code 7522.30). The City does not participate in Social Security but does participate in Medicare, which requires a 1.45% contribution from both the employee and the City.

Health, Dental & Vision Insurance: The City pays 100% of the medical, dental, and vision insurance premium for employees and eligible dependents. The City also pays 100% of the Employee Assistance Program for employees and eligible dependents.

Cash-in-lieu Option: Employees with eligible group medical coverage can waive medical coverage and receive a \$69.23 bi-weekly taxable payment (\$1,800 annually).

Life Insurance: City paid term life insurance valued at twice the employee's base annual salary rounded up to the next \$1,000, not to exceed \$500,000.

Long Term Disability Insurance: Long-term disability insurance coverage at City expense, subject to usual provisions and exclusions. Coverage shall be for 60% of salary, with benefit not to exceed \$8,333 per month, after a 60-day elimination period.

Annual Physical Exam: Participants in the Executive Pay Plan shall receive an annual physical examination at City expense.

Tuition Reimbursement: Annually, up to \$2,500 maximum reimbursement for tuition and study material for approved career improvement or job enhancement courses.

Deferred Compensation: 457(b) available for optional participation. 401(a): Employee contributes \$625 per month into the 401(a) plan. City contributes \$190 per month to the 401(a) plan, or, if the employee makes the irrevocable decision to opt out, the same amount of \$190 per month shall be contributed to a 457(b) plan on the employee's behalf.

Retiree Medical Insurance: The City pays for retiree medical insurance up to age 70, as provided in the Executive Pay Plan (EPP) Resolution.

Retiree Medical Trust: City contributes toward a health premium reimbursement plan. Upon eligibility, separated employees receive healthcare premium reimbursement, currently up to \$425 per month.

Retirement Sick Leave Cash Out: Cash out up to 25% of unused accrued sick leave upon retirement when meeting eligibility requirements.

9/80 Work Schedule: Every other Friday off.

Paid Holidays: 13 Holidays; one additional cashable and one non-cashable holiday. becomes available on July 1 and January 1 of each year, respectively.

Vacation: Following the completion of the first six (calendar) months of service, employees will receive six days of vacation and thereafter accrue one day per month. Employees may cash out up to 48 hours of accrued vacation twice per calendar year, per the Executive Pay Plan.

Sick Leave: Upon hire, six days of sick leave are available for immediate use. Thereafter, one sick leave day per month will commence, effective after the completion of the 6th month of employment. Sick leave accrued but not used in a fiscal year can be cashed out at the end of the fiscal year, based on the sliding scale outlined in the Executive Pay Plan.

Management Leave: Each July 1, employees receive 40 hours of non-cashable management leave and 8 hours of cashable management leave.

Application & Selection Process

For consideration, apply ASAP and no later than **midnight on Monday, January 19, 2026**. Applications will be reviewed upon receipt. **Candidates are strongly encouraged to apply early, as final interviews may be scheduled before the stated deadline.** To be considered for this opportunity, upload cover letter, resume and a list of six professional references using the "Apply Now" feature at www.tbcrecruiting.com



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As applications are received, resumes will be screened in relation to the criteria articulated in this brochure, and applicants with the most relevant qualifications will immediately be granted preliminary interviews by the recruiters. Candidates deemed to be the best qualified will be invited to participate in interviews with Santa Monica. The top candidates will then be given opportunities to interact with executive management to further explore fit and interest. An appointment is anticipated shortly thereafter, following the completion of thorough background and reference checks. Please note that this process is entirely confidential. References will not be contacted until the end of the process, and, at that time, will be done in close coordination with the candidate impacted.



Out-of-area candidates are strongly encouraged to research the cost of living within a commutable distance before applying.