



# City of Monterey Communications & Engagement Manager

<b>SALARY</b>	\$4,659.00 - \$5,665.00 Semi-Monthly \$111,816.00 - \$135,960.00 Annually	<b>LOCATION</b>	City of Monterey, CA
<b>JOB TYPE</b>	Full-Time	<b>JOB NUMBER</b>	26-002
<b>DEPARTMENT</b>	CITY MANAGER	<b>DIVISION</b>	COMMUNICATIONS & OUTREACH
<b>OPENING DATE</b>	05/20/2026	<b>CLOSING DATE</b>	6/17/2026 11:59 PM Pacific
<b>BARGAINING UNIT</b>	MEA		

## Description



### ABOUT THE POSITION:

The position is housed within the City Manager's Office and operates under the administrative direction of the Assistant City Manager. It plays a critical strategic role in an organization and community that place a strong emphasis on high-quality, two-way communication with both internal and external audiences. The selected candidate will have direct access to senior leadership and will actively contribute as a member of the City's decision-making team.

In addition, the incumbent will be responsible for developing and applying strong, hands-on expertise in creating and delivering content across print, web, social media, and video platforms. The role may include supervising management, professional, technical, and clerical staff, as well as leading committees and cross-functional workgroups.

### [Explore the Communications & Engagement Manager Opportunity](#)

**For planning purposes, panel interviews are scheduled for the week of July 6, 2026, and will be conducted virtually. Final interviews are tentatively scheduled for the week of July 20, 2026, and will be conducted in person.**

**ABOUT THE CITY OF MONTEREY:** Nestled along California's Central Coast, the City of Monterey is known for its natural beauty, rich cultural heritage, hospitality, and sense of community. The City of Monterey is a full-service charter city operating under a Council-Manager form of government. The City of Monterey is a full-service city that provides police, fire, public works, planning, recreation, and parks services and operates its conference center, sports center, parking, and marina facilities.

**WHY WORK FOR US?** The City of Monterey offers a competitive benefits package to full-time employees. Some of these benefits include a Health Spending Fund, Medical, Dental, Vision, and Life Insurance, Vacation Accruals, Sick Leave, 14 Paid Holidays, Education Incentive Pay, Tuition Reimbursement Programs, CalPERS Retirement, and more!

### **Application Process**

A limited number of applicants who clearly show that they most closely meet the needs of this position in terms of training, experience, education, and other job-related characteristics will be accepted to participate in the selection process. This process will include evaluation and initial screening of the standard on-line City application to determine which candidates progress to the next phase of the recruitment process. The subsequent selection process may include a written test/written exercise, performance exercise, panel interview, and a final departmental interview. The Human Resources Department reserves the right to make changes to components of the examination process.

As a condition of employment, the selected candidate will be required to successfully pass a Live Scan fingerprint background check and reference check. Depending on the position, as a condition of employment, the selected candidate may also be required to pass a physical exam including a drug screen and a federal background check to gain access to military and police facilities and systems. Positions that require work on a military installation will involve job duties performed on-site and therefore require passing a background check conducted by the Department of Defense (DoD).

Candidates who successfully progress through all phases of this recruitment process will be placed on an eligible list. The eligible list is active for 12 months and may be used to fill additional positions including lower-level positions, regular part-time, and part-time temporary seasonal, determined to have similar duties and requirements.

**EQUAL OPPORTUNITY EMPLOYER:** The City of Monterey provides outstanding services to the public and is deeply committed to a community and workforce that is inclusive, equitable, and diverse. We welcome and encourage applications from all qualified applicants, including underrepresented minorities that contribute to the diversification and enrichment of ideas and perspectives. The City of Monterey does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, marital status, or based on an individual's status in any group of class protected by applicable federal, state or local law.

**SUMMARY:** Under general supervision of the Assistant City Manager, the Communications & Engagement Manager coordinates the development, implementation, and support of the City's community engagement, public, and internal communication efforts. Acting as a strategic guide and partner to all departments, the incumbent fosters a culture of transparency and accessibility by providing staff with the tools and guidance needed to uphold high communication standards and effectively tell the City's story. The position works with subject-matter expert staff to disseminate complex, sensitive, and high-profile information regarding the city programs, projects, policies, initiatives, and events, as well as manages the City's website, email marketing, unified graphics, and digital platforms with a focus on user experience. The position manages the City's broad marketing programs and outreach efforts, utilizing creative outreach

strategies to build authentic connections with diverse populations and traditionally underrepresented groups. Furthermore, the Communications & Engagement Manager is a core member of the City's Emergency Management Team, ensuring that emergency communications are inclusive, accessible, and reach all members of the Monterey community. Additionally, the Communications & Engagement Manager supports the City's legislative and intergovernmental advocacy, leveraging strategic communications to advance policy initiatives and support the City's competitive position for grant funding.

**DISTINGUISHING CHARACTERISTICS:** The Communications & Engagement Manager is a management level classification with broad responsibility for the coordination and maintenance of an effective community engagement, public information, website administration, internal communications, and outreach program for the City of Monterey. This position reports to the Assistant City Manager and is distinguished from other program managers by its specialized knowledge of community engagement, public relations and outreach, and website management.

## Examples of Duties

**ESSENTIAL FUNCTIONS:** *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. Factors such as regular attendance at the job are not routinely listed in job descriptions but are an essential function. Essential duties and responsibilities may include, but are not limited to, the following:*

- Develops, coordinates, and implements a variety of informational, educational, and outreach communication activities to community members and groups, other agencies, City Council, Boards and Commissions, and City staff, expanding beyond one-way notification to active participation and problem-solving.
- Formulate and manage the City's communications programs and outreach materials in digital, print, and in-person tools.
- Serves as an internal communications advisor and coach, developing and launching organizational toolkits that empower department subject-matter experts to communicate with clarity through media relations, digital communications, and in-person engagement.
- Provides creative writing and designs and produces a variety of promotional materials to create public awareness of programs, services and activities.
- Writes news releases, articles, social media and/or blog posts, prepares social media outreach, holds press conferences, coordinating media events.
- Plan and participate in special events, briefings, and conferences.
- Serves on the Communications Team as an initial point of contact, directing media inquiries to the City Manager, Assistant City Manager, an appropriate Department Director, or City staff member.
- Establish and maintain relations with the news media, including proactively pitching stories that highlight the City's service delivery and programs.
- Coordinate Sister City and related partnerships.
- Leads and champions equitable engagement strategies, proactively reach marginalized communities and engage with non-English speaking communities to ensure representation and diversity in decision-making.
- Implements social listening, social media monitoring, and reputation management strategies to identify community concerns, providing the City Manager and Assistant City Manager with real-time situational awareness to maintain public trust.
- Conducts data analytics and performance metrics on a quarterly basis to evaluate the impact and effectiveness of communication efforts and campaigns, provide data-driven recommendations to the Executive Leadership Team and staff to increase community outreach.
- Researches, deploys and maintains mass communication and community engagement software programs/platforms.
- Coordinate the design and implementation of marketing and advertising campaigns to promote City services, activities, programs, and special events.
- Conducts surveys and performs research and statistical analysis as required; prepare related reports.
- Coordinate photo opportunities, photographs, still and moving images of the City, and develops and edits digital media for use in City publications and broadcasting.

- Write, review, and distribute press releases, and articles, as needed.
- Provide technical coordination for any City news conferences.
- Edit and refine City Council staff reports to ensure high standards of readability and brand alignment, collaborating directly with subject matter experts across departments to streamline messaging. Serve as the technical staff; as a graphic designer, web designer, web developer, and publications for print. Guide and assist staff with writing, graphic design, video, or social media activities during peak workload periods through training and the use of a centralized digital asset library and brand style guide.
- Serve as the digital accessibility expert, ensuring the City is doing everything possible to comply with the latest ADA digital accessibility guidelines and technical specifications.
- Oversees the City's visual and narrative brand identity, ensuring a unified and professional voice across all departmental channels.
- Evaluates emerging communications technologies such as AI-driven engagement tools.
- Manages program budget.
- Supervises professional, technical, or part-time Communications staff, if applicable.
- Supports the relationship between the City of Monterey and the general public by demonstrating courteous and cooperative behavior when interacting with citizens, visitors, and City staff.
- Maintains confidentiality of work-related issues and City information.
- Performs other job-related duties within the scope of this job classification as assigned.

## Typical Qualifications

### **MINIMUM QUALIFICATIONS:**

*Education:* Completion of a bachelor's degree from an accredited college or university in Communications, Public Relations, Public Administration, Journalism, or a closely related field. An advanced degree in a relevant field is highly desirable but not required.

*Experience:* Three (3) years of increasingly responsible public information, public affairs, or media relations experience. At least one year of recent experience must have included management/supervisory experience. Two years of experience of performing public relations in a public agency is highly desirable.

An equivalent combination of education and experience may be considered.

### **LICENSE AND CERTIFICATION:**

- Accreditation in Public Relations (APR) with the Public Relations Society of America (PRSA) is desirable but not required.

## Supplemental Info

### **KNOWLEDGE AND SKILLS:**

#### **Knowledge of:**

- Principles and practices of public relations, community outreach, and engagement.
- RPIE (Research, Planning, Implementation, and Evaluation) principles
- Advanced principles of visual and narrative brand identity, strategic storytelling, and maintaining a unified corporate voice across all departments. Current media environment, including techniques for proactive journalistic pitching, press conference coordination, and methods to coach subject matter expert staff on responding to media inquiries.
- Principles of adult learning, mentorship, and internal communications required to train and empower subject-matter experts across various city departments.
- Principles and practices of municipal budget preparation, project management, and staff supervision.

- Principles of marketing, advertising campaign implementation, and multimedia content distribution (digital, print, and in-person).
- Political issues, community development issues, and legislative developments of importance to the community and City. Principles and practices of budget preparation and administration.
- Community surveys, basic research, analysis methodology, and assessment tools.
- Techniques for social listening, community issue identification, and proactive reputation stewardship.
- Best practices on how to reach historically marginalized and non-English speaking communities and methods to remove barriers to civic participation.
- Microsoft Office and industry-standard tools and techniques for graphic design, web design, and video/photo editing (still and moving images).
- Social media, web design, and graphic/visual presentation methods.
- Current and emerging communication platforms, including mass notification software, digital democracy platforms, and AI-driven engagement tools.
- Best practices for structuring and maintaining centralized digital asset libraries and brand style guides.
- Planning and preparing media releases, social media posts and other forms of communication.
- Requirements and specialized techniques applicable to various media used in publicity and promotion, including video and written media, artwork layout and report format; media advocacy.
- Emergency communications, including FEMA and Cal OES training principles.

#### **Skill in:**

- Translating complex, technical, or sensitive government policies into clear, accessible, and compelling narratives for diverse audiences, both orally and in writing. Exercising sound professional judgment and strategic foresight to navigate politically sensitive issues, crisis communications, and high-profile community initiatives. Fostering collaborative, high-trust relationships across all City departments; effectively coaching and guiding subject-matter experts to improve their public-facing communications.
- Working independently with minimal supervision.
- Leveraging modern digital tools, including social media platforms, web technologies, and data analytics, to maximize community reach and measure the impact of engagement efforts.
- Handling highly sensitive, confidential, and legally protected information with the utmost discretion, professionalism, and ethical integrity. Effective customer service techniques.

#### **PHYSICAL DEMANDS AND WORKING ENVIRONMENT:**

##### **Physical Demands**

- Standing & Walking – Primarily sedentary classification although standing in work areas and walking between work areas may be required.
- Sitting - Ability to work in a seated position at a computer station for extended periods of time.
- Lifting - Ability to safely lift 20 pounds; this requirement includes bending at knees to facilitate proper lifting techniques.
- Manual Dexterity - Ability to perform multiple work activities requiring a significant level of physical and mental coordination, such as operating a computer keyboard; copying, and adding machines; writing.
- Visual – Ability to read printed materials and view a computer screen for long periods.
- Hearing and Speech - Ability to communicate in person, before groups, and over the telephone.
- Mobility – Ability to work in a standard office setting and operate a motor vehicle to visit various meeting sites, reach, carry, push, pull, stoop, and bend.

##### **Environmental Elements**

Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

#### **DISASTER SERVICE WORKERS**

All City of Monterey employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the City 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.

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**Employer**

City of Monterey

**Address**

735 Pacific Street; Suite B

Monterey, California, 93940

**Phone**

831-646-3765

831-646-3765

**Website**<http://www.monterey.gov>

## Communications & Engagement Manager Supplemental Questionnaire

### \*QUESTION 1

Please answer all supplemental questions. Your responses are a required part of the hiring process and will be scored to help determine who moves forward. Provide complete answers—do not write “see resume” or “see application,” as this will be considered incomplete. Keep each response to 250 words or fewer. The text boxes do not count your words for you. All responses will be reviewed along with your full application. By continuing, you confirm that you have read and understand the Supplemental Questions Instructions.

Yes, I understand and have read these instructions.

### \*QUESTION 2

Please indicate your highest level of education in a related field.

- Master's degree or higher in Communications, Public Relations, Journalism, or a closely related field
- Master's degree or higher in non-related field
- Bachelor's degree in Communications, Public Relations, Journalism, or a closely related field
- Bachelor's degree in non-related field
- Associate's degree in Communications, Public Relations, Journalism, or a related field
- Associate's degree in non-related field
- High School Diploma or GED
- No High School Diploma or GED

### \*QUESTION 3

Please select the option that best describes your increasingly responsible experience in public information, public affairs, or media relations.

- 7 years or more
- 5 - 6 years
- 3 - 4 years
- Less than 3 years

**\*QUESTION 4**

Please select the option that best describes your recent management or supervisory experience.

- 5 years or more
- 3 - 4 years
- 1 - 2 years
- Less than 1 year

**\*QUESTION 5**

Please indicate your years of experience performing public relations in a public agency.

- 6 years or more
- 4 - 5 years
- 2 - 3 years
- Less than 2 years

**\*QUESTION 6**

Do you possess an accreditation in Public Relations (APR) with the Public Relations Society of America (PRSA)?

- Yes
- No

**\*QUESTION 7**

Describe a time you developed an engagement strategy for a complex municipal issue, such as explaining new infrastructure funding or local ballot measures to the community. How did you utilize data analytics to evaluate the impact of your efforts.

**\*QUESTION 8**

A key function of this position is acting as an internal communications advisor to employer subject-matter experts across departments. Can you provide specific examples of how you have coached non-communications staff to improve their public-facing communication or media relations?

**\*QUESTION 9**

Describe your experience and specific methods for increasing citizen engagement and removing barriers to civic participation for historically marginalized and non-English speaking communities.

**\*QUESTION 10**

Please detail your experience managing communications during a rapid-response local emergency, such as coordinating multi-departmental updates to the public during a major Emergency Operations Center (EOC) activation.

**\*QUESTION 11**

Describe any digital engagement tools and platforms you've worked with, such as CRM systems, analytics dashboards, or social listening tools, and explain how you used them to guide or tailor communications? Please also describe how you adapt messaging for different audiences across various digital channels.

\* Required Question