



THE CITY OF REDWOOD CITY
INVITES APPLICATIONS FOR:

COMMUNICATIONS MANAGER

#26A-42

\$12,452 - \$16,812 Monthly Salary

Closing: Sunday, August 2, 2026

Opened: Friday, July 10, 2026

*Interested in joining the
Redwood City team?*

Application Process

Apply online at www.CalOpps.org

Member Agency: Redwood City

Candidates with a disability, which may require special assistance in any phase of the application or selection process, should advise the Human Resources Division upon submittal of application.

Selection Process will include:

In-person Oral Board Interview and

Written Exercise scheduled for

Tuesday, August 25, 2026

Those selected to move forward will be invited to the in-person Department Interview the following day on
Wednesday, August 26, 2026

All applications including **Resume and Cover Letter** are required and will be reviewed for completion, relevant education, experience, training and other job-related qualifications.

Those who best meet the stated qualifications and requirements for the position will be invited to participate in the selection process. The specifics of the selection process will be communicated to those selected candidates.



WHY JOIN THE REDWOOD CITY TEAM?

We offer a wide range of meaningful career opportunities with potential for growth, training and development, competitive salaries, flexible work schedules, paid time off, and robust benefits. The Redwood City team is guided by the core values of **excellence, integrity, service, collaboration, inclusion, and innovation**. Inherent in these values is a great organizational culture based on trust, strong and supportive leadership, respect, risk-taking, empowerment, and effective communication. The community is known for its inclusivity,

strong engaged neighborhoods, and civic pride. The City works diligently to maintain positive and productive relationships with community partners, together providing outstanding services, programs and opportunities for residents and businesses. This mix of tradition and progress, community and diversity, makes Redwood City an extraordinary place to work and call home. If you're looking to grow your career as a part of a hard-working and fun team that fosters innovation, creativity and collaboration, we hope you'll apply.

ABOUT THE POSITION

The City of Redwood City, City Manager's Office, Communications Division invites you to apply for the position of **Communications Manager**. The Communications Manager is an integral member of the City's management team and is responsible for the development and execution of Redwood City's communication strategy. The Communications Manager will lead and develop strategic communications activities that will positively brand the City and engage the community in key City initiatives. The Communications Manager will provide timely, transparent and proactive information to the public; enhance the visibility of the City Council's strategic initiatives, key messages, and programs; establish and promote the City of Redwood City's brand; and enable meaningful community engagement in the public process.

The Communications Manager will be responsible for the City's varied and integrated communications products and services including annual reports, newsletters and other print publications, web, e-news and other online communications, social media, traditional media and public relations, as well as marketing. The position also coordinates related projects involving complex community and cross-departmental issues as assigned, and leads the City's efforts to strengthen and expand its online and social media presence, and assists with coordinating Citywide community engagement activities. The Communications Manager will anticipate and identify challenges and emerging issues faced by the organization, and work with the senior management team and staff to recognize communications opportunities and design and execute appropriate strategies to address them. The position also develops specific outreach strategies to reach population groups that may need assistance in connecting with City services and programs. The Communications Manager will serve as a spokesperson and lead contact on media interactions; build and manage press relationships to achieve accurate coverage of City events, public announcements, projects and programs. Responsibilities may also include supervision over technical and/or professional staff. This position will report to the Deputy City Manager.



BENEFITS

The successful candidate will enjoy the following benefits:

- Public Employees Retirement System (PERS) 2%@60 for current members, 2%@62 for new members
- Opportunity to select from a variety of health plans that are administered by PERS; Dental & vision insurance, Employee Assistance Program
- Vacation leave: 10-25 days per year
- In Lieu Hours: 20 days per year
- Sick leave: 12 days per year
- Fourteen paid holidays per year
- Bereavement Leave: 5 days
- Life Insurance: \$3,000 coverage
- Fitness center access at City facilities
- Auto Allowance: \$300/month
- Cell Phone Stipend: \$46.15/pay period
- Education Reimbursement Program of \$1,500/year
- Professional Development Reimbursement – \$750/year
- Commuter program available



Typical duties include, but are not limited to:

- Lead the City's social media efforts and cross departmental social media team. Develop and coordinate implementation of the City's social media strategy, policies and presence and monitor the City's online reputation.
- Develop and implement an integrated strategic communication plan to advance the City's brand identity and broaden awareness of its programs, priorities and accomplishments.
- Ensure communication strategies are consistent with the City's strategic plan and vision.
- Create and manage a decentralized communications team to support the departments' communications needs and the development and execution of the communications strategy.
- Anticipate and identify challenges and emerging issues faced by the organization; Work with the senior management team and staff to recognize communications opportunities and design and execute appropriate strategies to address them.
- Develop and oversee mechanisms to measure the success and continuously improve the quality of the City's communications.
- Oversee development and dissemination of print communications (including the annual report, marketing collateral materials) and electronic communications (including the City's website, social media and new media) and manage relationships with associated vendors.
- Serve as a spokesperson and lead contact on media interactions; build and manage press relationships to achieve accurate coverage of City events, public announcements, projects and programs.
- Prepare talking points, presentations, speeches and other supporting material as needed.
- Manage the City's website, including content strategy, integrated messaging, creative direction and analytics.
- Develop specific outreach strategies to reach population groups that may need assistance in connecting with City services and programs.
- Coordinate related projects involving complex community and cross-departmental issues as assigned.

THE IDEAL CANDIDATE

The ideal candidate will possess outstanding written and oral communication skills, and significant professional experience in public relations or public communications, developing and implementing communication strategies in support of organizational vision and priorities. He or she will also possess considerable experience with social media and other web-based communication technologies and be motivated to learn and employ new and emerging technologies and methods related to public communication strategy and engagement. The ideal candidate will also have a successful track record of developing positive and constructive relationships with media representatives, community members and stakeholders, agency leadership, and staff. He or she will be a self-starter, employing initiative and independent judgment to organize and prioritize work in accordance with organizational goals, and produce high quality work on a deadline. Candidates with public sector, corporate or public relations agency experience are invited to apply.



JOB RELATED AND ESSENTIAL QUALIFICATIONS

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

Education, Training & Experience

Experience: Five (5) years of increasingly responsible, professional level experience in journalism, mass media communication, marketing, public relations or public information. Candidates with public sector, corporate or public relations agency experience are invited to apply. Experience with the latest web-based outreach and engagement technologies and interactive media is highly desirable.

Training: Equivalent to a Bachelor's degree from an accredited college or university with major work in Journalism, Public or Media Relations, Communications, Marketing, Social and Interactive Media or a closely related field.

Knowledge of:

- 1) Advanced principles, techniques and practices of public information, media, marketing and public relations
- 2) Advanced principles and techniques of professional writing, English grammar, spelling, and punctuation
- 3) Cutting edge principles of interactive outreach strategies and technologies, including use of social media, Web 2.0, and other web-based communication tools and technologies
- 4) Principles, practices and concepts of open government and citizen participation and operational characteristics, services and activities of municipal government
- 5) Effective outreach strategies and techniques for engaging community and neighborhood organizations and other such organizations
- 6) Principles of learning, work teams, and process improvements
- 7) Modern office technology, equipment, and procedures, including Word, Excel, PowerPoint, and a variety of web-based applications

Ability to:

- 1) Demonstrate experience and leadership in managing a comprehensive strategic communications, media relations and marketing program to advance an organization's mission and goals
- 2) Think innovatively, with a track record for translating strategic thinking into action plans and output
- 3) Utilize excellent writing, editing and oral communication skills
- 4) Prepare a wide variety of effective, professional, attractive and economical communication tools, using both traditional and social media, for a variety of audiences
- 5) Engage professionally and effectively and represent the City with a wide range of diverse constituents
- 6) Establish and sustain positive working relationships with civic organizations, business associations and other community groups.
- 7) Establish and maintain effective relationships with elected and senior management
- 8) Organize and prioritize multiple responsibilities and tasks in a fast-paced environment, meet tight deadlines and be both flexible to changes in priority assignments
- 9) Plan, lead and implement major projects on schedule and with measurable results
- 10) Exercise good judgment and creative problem-solving skills and make sound decisions in a manner consistent with essential job functions and City values
- 11) Devote high attention to detail and a strong commitment to factual accuracy
- 12) Work independently and proactively with minimal supervision
- 13) Interpret and explain City programs, policies and procedures; break down complex issues in a manner that is easy to communicate and understand

Special Requirements

Essential duties require the following physical abilities and work environment: Ability to work in a standard office environment with ability to drive to various City and regional locations. Bilingual ability is desirable.

[The City of Redwood City is proud to be an Equal Opportunity Employer!](#)

The Immigration Act of 1986 requires proof of identity and eligibility for employment at date of hire.

Any provisions contained in this bulletin may be modified or revoked without notice.