

EAST BAY REGIONAL PARK DISTRICT

ASSISTANT GENERAL MANAGER, PUBLIC AFFAIRS



THE DISTRICT

The East Bay Regional Park District (EBRPD) 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 125,000 acres, making it the largest regional Park District in the United States. The EBRPD has a diverse portfolio of parks, from 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. EBRPD 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 EBRPD is a result of decades of hard work by innumerable citizen activists, elected Board of Directors, General Manager, Assistant General Managers, EBRPD 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. EBRPD 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 EBRPD in all its activities.

GOVERNANCE

EBPRD 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. EBRPD 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 Board meetings and monthly committee meetings are conducted to transparently discuss policies and conduct EBRPD business.



THE DIVISION

The East Bay Regional Park District Public Affairs Division is based out of Park District headquarters in Oakland California. The Public Affairs Division includes seventeen Park District staff members who are organized in 4 units that are all focused on connecting the broad East Bay community with information about the value of Park District:

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

Creative Design Unit develops EBRPD branding standards and multi-media graphics for signage, video, brochures, event collateral and exhibits for 72 parks and 8 visitor centers.

Community Relations Unit 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 Unit disseminates information about EBRPD to East Bay residents and key stakeholders through traditional and social media providing topical, relevant and timely communications about issues, programs, activities.

These services are delivered and communicated to the public through EBRPD's website, social media, traditional media, events, exhibits, graphic and environmental design. The division operating budget is \$6.8M.



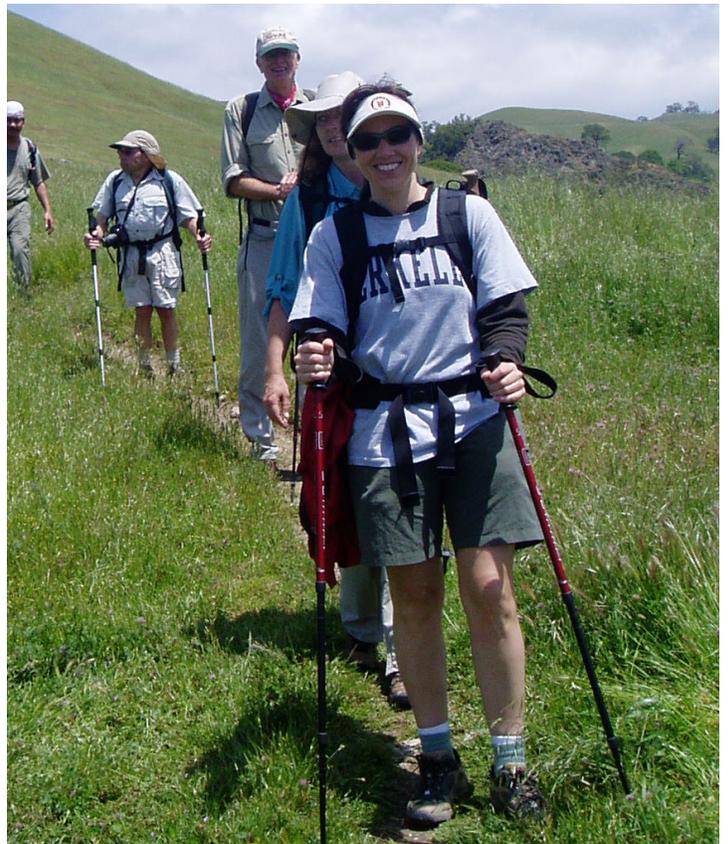
THE POSITION

The Assistant General Manager of Public Affairs (AGM) reports to and is appointed by the General Manager. The AGM is a key member of EBRPD's executive leadership team with significant involvement in the long-term operational plans and strategies to meet EBRPD'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 affairs, internal and external communications and maintaining EBRPD's public image. The AGM serves as EBRPD's primary spokesperson and trusted partner for the public, special interest groups and provides technical expertise in community and media relations.

The AGM leads and directs the operations of the Public Affairs Divisions to promote, educate and inform stakeholders and the general public about a wide variety of EBRPD public information programs, and initiatives including the delivery of EBRPD's equity mission. The AGM is responsible for developing, leading and executing EBRPD's short- and long-term, external and internal communications strategy as well as the traditional and digital media relations and public information programs to 3 million residents within its two-county jurisdiction and in accordance with District's strategic goals and objectives. The AGM maintains EBRPD's brand using metrics and intelligence sources to stay focused on public (and employee) perceptions relative to EBRPD opinions, policies and Board decisions. The position also promotes and communicates EBRPD's strategic goals, mission and values to internal and external audiences while creating and maximizing informational and branding opportunities for the District.

Lastly the AGM interacts with Government Affairs out of the General Manager's Office on issues of regional, state or national public affairs importance, and represents EBRPD as such. Moreover, this position is EBRPD's representative to a number of external governmental organizations and elected officials and serves on various boards and committees on matters related to public affairs. In doing so, the AGM assures that EBRPD's operational and financial interests receive maximum attention and decisions are consistent with EBRPD's mission, vision, values, and overall strategic plan.

For an extensive list of the AGM, Public Affairs specific duties, [click here](#).



KEY PRIORITY INITIATIVES:

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

1. Conduct a comprehensive organizational assessment of the Public Affairs functions, structure, systems, policies, culture and reporting relationships. Develop a common and cohesive vision. Recommend and implement changes aimed at building a best-in-class division known for innovation, efficiency, and collaboration that aligns with the EBRPD's strategic goals, objectives and values.
2. Drive the messaging around EBRPD's equitable service delivery mission and promote access by strategically and intentionally messaging to and communicating with underrepresented and diverse communities.
3. Develop and implement a communications' strategy and plan that:
 - a. Enhances EBRPD's website and social media presence to amplify and disseminate information in an effective, timely and transparent manner.
 - b. 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 EBRPD's mission.

IDEAL CANDIDATE

The East Bay Regional Park District is looking for an experienced, visionary and proactive public affairs and strategic communication's professional and people leader to lead the Public Affairs Division as the Assistant General Manager (AGM). The ideal candidate will be a messaging expert, reputation manager and thoughtful strategist who will serve as the "right arm" to the General Manager of EBRPD. 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.

The ideal candidate is people and community centric; an innovative communications leader with a demonstrated track record of understanding diverse audiences, 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, digital strategy, brand/creative design, park user experience and public education/information to support EBRPD's unique mission, values and goals.

The successful AGM will be deeply committed to and have a passion for EBRPD's mission, services and values of equity, inclusion and access. The AGM will be a team builder who possesses a coaching and mentoring leadership style, and drives creativity and enthusiasm in others. The AGM fosters a culture of ongoing curiosity, growth, learning creativity, and stakeholder/community engagement.



IDEAL CANDIDATE (CONT'D)

A commitment to working collaboratively and cross-functionally at every level of the organization, while supporting the public affairs staff to flourish in their roles, is paramount to the success of the new AGM as well as the following experiences and attributes:

- Demonstrable experience in using best practices to develop and lead communications, public information, stakeholder engagement and digital media plans and campaigns.
- Demonstrable experience in building a successful communications/public affairs team.
- Demonstrated experience with using different marketing and communication channels to reach broader and more diverse audiences.
- 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 that 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.
- Highly adept at managing a multitude of sensitive issues simultaneously with confidentiality and excellent organizational skills and the ability to attend to details, while keeping pace with opportunities and responding to urgent challenges.
- Ability to manage multiple priorities, projects, and deliver on stated deadlines.
- Proven problem-solving and decision-making skills.
- Strong interpersonal and executive leadership skills.
- Ability to work efficiently in a broad cultural spectrum.
- Excellent analytical skills.
- Practical experience with market research techniques including voice of user/stakeholder, surveys, focus groups and market analytics.
- Ability to manage and prioritize a high volume of work, including assignments directly providing visibility to elected or appointed officials 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 with major course work in public administration, communications, journalism, media or public relations, marketing, or a related field,

EXPERIENCE

- Eight years' experience in public, community, governmental and/or media relations, including three years of experience at the senior management level.

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 three years of the required experience.

COMPENSATION AND BENEFITS

The annual salary for the AGM of Public Affairs is \$172,286.40 to \$219,897.60. EBRPD also offers a generous benefits package. For additional benefits information [click here](#).

THE APPLICATION PROCESS

The Assistant General Manager, Public Affairs recruitment is being conducted on a regional basis by **The Byers Group**. The Byers Group will review all written materials submitted and will screen and evaluate all candidates. The most qualified candidates will be invited to participate in an interview. To ensure initial consideration, please submit your resume and cover letter electronically to: **agm.pa@byersgroupca.com** no later than **Friday, July 1, 2022**. The letter of interest should outline why you are interested in joining the East Bay Regional Parks District and your relevant accomplishments and experiences that make you the ideal candidate. The recruitment will remain open until filled.



THE BYERS GROUP
EXECUTIVE SEARCH AND C-SUITE CONSULTING

Confidential inquiries are encouraged and can be directed to:

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