



March 6, 2019

Number: I1900

The City of San Diego is accepting resumes for the unclassified position of

**COMMUNICATION MANAGER
SAN DIEGO CITY EMPLOYEES' RETIREMENT SYSTEM
(SDCERS)**

Salary Range: Dependent on qualifications and experience.

Recruitment: Open to all Qualified Candidates.

Filing Deadline: Open until filled. Candidates are encouraged to apply promptly as interviews and selection may begin upon receipt of resumes from qualified individuals.

Location: 401 West A Street, San Diego, CA 92101

The City:

With more than 1.3 million people, the City of San Diego is the eighth largest city in the United States and the second largest in California. The City of San Diego's strong economy, diverse population, great educational institutions, unsurpassed quality of life, and world-renowned location makes it the ideal place to work, live, and play. With its great weather, miles of sandy beaches, and major attractions, San Diego has something to offer for everyone.

The City's Mission, as found in our Strategic Plan, is "To Effectively Serve and Support Our Communities." Our core values are Integrity, Service, People, and Excellence. The City's Vision is "A World-Class City for All."

As one of the region's largest employers, the City of San Diego has a combined Fiscal Year operating budget of approximately \$3.3 billion and employs approximately 11,000 highly dedicated employees. Additional information about the City of San Diego can be obtained on the City's website: www.sandiego.gov.

The Department:

SDCERS was established in 1927 by the City of San Diego, and provides retirement, health insurance, disability and death benefits to its members and their beneficiaries. The System serves approximately 20,000 total members from its three plan sponsors: the City of San Diego, the San Diego Unified Port District, and the San Diego County Regional Airport Authority.

SDCERS is governed by a thirteen-member Board of Administration comprised of:

1. seven members appointed by the Mayor and confirmed by the City Council,
2. one City management employee appointed by the Mayor,
3. one active Police Safety member elected by active Police Safety members,
4. one active Fire Safety member elected by active Fire Safety Members,
5. two active general members elected by active general members, and
6. one retiree member elected by retired members.

The SDCERS Board of Administration adopted a Declaration of Group Trust, effective July 1, 2007. Under the Group Trust, the City, Port, and Airport Authority's plans are treated as separate plans, with assets of each sponsor's plan pooled for investment purposes only. As of December, 2019, SDCERS manages approximately \$8.3 billion of assets under this arrangement.

SDCERS' mission is to deliver accurate and timely benefits to its participants and to ensure the Trust Fund's safety, integrity, and growth. SDCERS strives to fulfill this mission by accomplishing the following goals:

- To be the leader among public retirement systems in providing to all participants the most customer friendly, efficient services.
- To achieve and maintain a fully funded system.
- To operate efficiently in a manner that fulfills its fiduciary responsibility and contributes to the effectiveness of SDCERS.
- To communicate Board issues, decisions and positions in an open and honest manner to all appropriate levels of government.
- To diligently pursue and preserve the independence of the retirement system.
- To apply the optimum use of technology in all operations.

Located in downtown San Diego, the staff currently consists of 50 employees in professional, management, technical and administrative support positions. Additional information about SDCERS may be found at its web site, www.sdcers.org.

The Position:

Under the direction of the Member Services Director, the SDCERS Communications Manager will be responsible for ensuring the accuracy, consistency, timeliness and functionality of SDCERS' broad range of communication responsibilities to its membership, plan sponsors, media, and general public. The SDCERS Communications Manager is responsible for ensuring that SDCERS members have access to benefit information, and that plan sponsors and the general public are informed of key SDCERS' developments. The SDCERS Communications

Manager will have the responsibility of ensuring that written and verbal information reaching each of these very distinct groups is accurate, informative, responsive, and timely. In addition, the SDCERS Communications Manager will work closely with the Chief Executive Officer as well as with Legal staff to ensure proper interpretation of the San Diego Municipal Code and other plan documents when developing communication materials, as well as legally binding retirement applications, beneficiary designations and other Member forms. This position does not supervise staff, but rather manages projects and is extremely proactive to the communication needs of the organization.

Key Areas of Responsibilities:

The following provides further description of other areas of responsibility:

- Project Coordination - Coordinates projects with the overall communications and outreach plan in place. Participates in member educational seminars and oversees outreach materials.
- SDCERS Website Content Management – Communicates changes to benefits, policies, procedures, Board rules, events and other information on either the public site or Member Portal for the City of San Diego, the Port of San Diego and San Diego County Regional Airport Authority.
- SDCERS Member Portal Oversight and Content Management – The Member Portal is a key component of the website and allows members to access their personal account information. A member-centric approach to Portal usability is essential, as well as a proactive collaboration with other divisions to address technical issues related to member information updates on the Portal. Ensures integration and coordination of all communications.
- Interface with All SDCERS Divisions – Actively engages with all divisions to ensure an overall understanding of SDCERS’ operations and identify communications needs and coordination of efforts.
- Retiree Health Benefits Communication Program – Communicates the City’s Post-Retirement Health Benefits program and annual Retiree Health Open Enrollment.
- Development of Information - Develops and writes SDCERS’ content for print and electronic media including newsletters, publications, fact sheets, forms, web and other materials for educational seminars, retiree group meetings, and other large outreach events.
- Board Election Administration – Prepares election materials and oversees the election process for SDCERS Board of Administration and membership benefit elections.
- Media Relations – Primary media contact responsible for fielding, researching and responding to all media inquiries.
- Public Meetings and Presentations - Develops various presentations to community groups, retiree associations and SDCERS’ membership.
- Printing – Coordinates with internal/external outside vendors for printing of publications and other documents.

- Contract Administration – Oversees external vendor contracts and ensures pricing is competitive. Works closely with all divisions to ensure printing materials are ordered in advance and stock is adequate at all times.
- Communications Policies and Standards – Implements quality control for public and member communications.
- Budget - Manages the budget for the SDCERS' Communication's Program.

Qualifications:

The ideal candidate will possess the following qualifications:

- Exceptional interpersonal skills, with the ability to successfully interact and establish effective working relationships with a wide variety of individuals from internal staff to external staff and other organizations;
- Excellent communication skills including research, writing, editing and presentation skills;
- Extensive experience with creating and developing communication materials/documents;
- Ability to review and interpret San Diego Municipal Codes, Administrative Regulations, rules, policies and procedures;
- Ability to learn and master complex concepts sufficient to translate them into effective communication pieces for diverse groups;
- Ability to evaluate, select, and manage the operation of highly technical and complex computer, design, and publishing software;
- Ability to design and develop educational videos with the assistance of a professional video producer;
- Strong business and political acumen to work effectively with the public and external agencies;
- Innovative problem-solving skills, with the ability to proactively identify, support and implement creative and viable solutions;
- Ability to work independently while exercising good judgment and decision making;
- Focus on enhancing customer service and satisfaction;
- Exceptional project management, time management, and planning skills;
- Demonstrated ability to lead, direct, and prioritize work for maximum efficiency and effectiveness, and use sound judgment in managing group projects;
- Understanding of the principles and practices of budget management and administration;
- Ability to work a flexible schedule as job responsibilities require, and;
- Other duties as assigned.

Education / Experience / Knowledge:

Possession of a Bachelor's Degree in communications, journalism, public relations, business management, public administration, marketing, web design or a related field is required, in addition, to, four years of full-time experience designing and authoring business communication plans and outreach/public information projects including newsletters, booklets, guides, websites, desktop publishing, mass mailings, videos and conducting training/education seminars.

In addition, knowledge and practical experience in public relations and municipal retirement systems/government is highly desirable. A strong working knowledge of municipal operations, policies and procedures and experience interacting with elected officials, board members, and the media is highly desirable.

Management Compensation and Benefits:

The successful candidate will be eligible for participation in the City's Flexible Benefits Plan that offers several optional benefit plans or a taxable cash option; \$50,000 in City-paid life insurance; paid annual leave accruing at 22 days per year for the 1st through the 15th year of service. For further information, please contact the Risk Management Department at (619) 236-6600. Retirement benefits differ (i.e., a defined benefit plan or a defined contribution plan) for this unclassified position depending on the candidate's eligible status (new hire, rehire, current City employee, etc.). For further information, visit Risk Management, Employee Benefits at www.sandiego.gov/riskmanagement. Some benefits currently offered to employees may be modified in the future.

Pre-Employment Requirements:

Employment offers are conditional pending the results of all screening processes that are applicable to this job, which may include but are not limited to the following: Proof of citizenship or legal right to work in the United States; completion of a pre-employment medical review/exam (which may include drug/alcohol testing); reference checks; and a fingerprint check. The fingerprints will be submitted to the Federal Bureau of Investigation and/or the California Department of Justice for a conviction record report. All of these processes must be successfully completed before employment begins. A positive test for alcohol, illegal drugs, including marijuana, or inadequately explained prescription drugs, misrepresentation, falsification, or omission of pertinent facts in any step of the screening/selection process may be cause for disqualification and/or termination of employment. Nothing in this job posting constitutes an expressed or implied contract for employment with the City of San Diego.

Medical Evaluation:

A City medical examination including drug/alcohol screening and documentation of medical history may be conducted following a conditional offer of employment or promotion. The individual must be able to perform the essential duties of the position with or without reasonable accommodation. The City of San Diego is committed to a drug and alcohol free work place.

SELECTION PROCESS:

To be considered for this position, please submit your: 1) current resume; 2) a letter of interest highlighting your relevant work experience and qualifications for this position; and 3) a list of three professional references via the following (all documents must be submitted in pdf format):

1. Email: SilvaL@sdcers.org

Following the closing date, resumes will be screened according to the qualifications outlined above and the most qualified candidates will be invited to participate in the hiring process.

If you have any questions, please email Lourdes N. Silva, SDCERS Human Resources Manager at SilvaL@sdcers.org.

The City of San Diego has an active Equal Opportunity/ADA Program for employment and vigorously supports diversity in the workplace.