



Strategic Initiatives Manager

Class Specification

Created 10/24

Class ID: 115

Unit: MGMT

Probation: 12 Months

FLSA: Exempt

DEFINITION

Under general direction, leads and manages high-impact projects designed to enhance organizational effectiveness through advancement of the City's strategic goals and initiatives; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the City Manager and/or Assistant City Manager. May exercise supervision of assigned volunteers and administrative, technical, professional, and contract staff.

DISTINGUISHING CHARACTERISTICS

This is a single class management position responsible for managing complex studies and projects that often represent the City Manager's Office. The Strategic Initiatives Manager operates with a significant level of autonomy, requiring a high degree of administrative discretion. The role necessitates a deep understanding of strategic planning, project management, and performance improvement, as well as the ability to collaborate effectively with various stakeholders and drive organizational change. This position is distinguished from a Director level position in that it is responsible for implementing strategies set in collaboration with higher management and makes recommendations on high-level strategic decisions whereas a Director is responsible for determining the overall strategies, involved in long-term planning and making decisions that impact the organization as a whole.

EXAMPLES OF JOB FUNCTIONS (Illustrative Only)

Oversee the planning, execution, and evaluation of strategic projects to address community needs, ensuring they meet desired objectives and deadlines.

Track progress of strategic initiatives and assess their effectiveness in meeting local government goals. Provide regular updates to senior management and elected officials, including developing performance metrics, collecting and analyzing data, preparing reports, and presenting findings to stakeholders.

Utilize data and research to guide decision-making and recommend process improvements.

Build and maintain relationships with community members, local organizations, and other stakeholders to support successful implementation of strategic initiatives and enhance communication. Develop and execute communication strategies to inform the public about initiatives, their benefits, and progress.

Engage with residents and community organizations to build trust, gather feedback, and ensure initiatives address local priorities and concerns.

Lead and facilitate the Leadership Team's efforts to align departmental strategies with the City's overarching goals. Provide strategic direction, foster collaboration, and ensure effective communication across teams to drive the successful implementation of key initiatives and enhance organizational performance.

Conduct studies, prepare reports, and make recommendations and presentations to the City Manager,

City Council, committees, staff, the public, community groups and outside agencies.

Foster a culture of innovation by exploring new approaches, technologies, and best practices to improve government operations and services.

Identify, evaluate, and obtain funding for organizational development programs, including federal, state, and local grants; assist in the administration and compliance of grants.

Represent the City in meetings with public officials, regulatory bodies, the business community, members of policy and advisory boards, community and civic groups, and the public.

Negotiate contracts with consultants and contractors, including preparing and directing the preparation of requests for proposals, reviewing and evaluating proposals, and developing contracts; monitor the implementation of contracts for compliance and levels of service.

Develop, maintain, and foster positive working relationships with those contacted in the course of work.

Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Strategic planning processes, methodologies, and best practices to develop and implement organizational strategies and goals.
- Project management principles, techniques, and tools for overseeing complex projects from inception to completion.
- Performance improvement methodologies and frameworks to evaluate and enhance organizational effectiveness.
- Data-driven decision-making processes, performance metrics, and reporting techniques.
- Communication strategies, techniques and other methods for information and engaging with community members, local organizations, and other stakeholders to build relationships and gather feedback.
- Local government operations, public policy, and administrative processes relevant to municipal management.
- Principles and practices of municipal budget preparation and administration, procurement processes, and contract negotiation.
- Methods and techniques of business correspondence and technical report preparation.
- Principles and practices of grant writing, processing, and managing.
- Current office procedures, methods, and equipment including computers and supporting word processing and spreadsheet applications.

Skill or Ability to:

- Lead and manage cross-functional teams, supervise staff and drive performance improvement initiatives effectively.
- Plan, execute, and evaluate strategic projects to ensure they meet objectives, timelines, and budgetary constraints.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical reports.
- Analyze complex technical and administrative issues; make decision and exercise independent judgment.
- Prepare, negotiate and manage contracts and prepare and administer budgets.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written

materials; keep accurate records and prepare reports.

- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical deadlines.
- Adapt to changing priorities, emerging issues, and new challenges in a dynamic environment.
- Effectively represent the City in meetings with staff the public, other government agencies, and other agencies and groups; work cooperatively with State, County and Federal government agencies.
- Communicate clearly and concisely, both orally and in writing; make persuasive presentations of ideas, concepts, and recommendations.
- Develop, implement and interpret goals, objectives, policies, procedures, work standards and internal controls.
- Use tact, initiative, prudence, and independent judgement within general policy and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Respectfully and effectively collaborate with a variety of people of varying backgrounds and roles. Demonstrate tact, professionalism, and diplomacy.

Education and Experience:

Any combination of education and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Possession of a Bachelor's degree from an accredited college or university with major coursework in Public Administration, Organizational Development, Organizational Leadership or a related field, and five (5) years of progressively responsible experience in project management, strategic planning, or related work. A Master's degree is desirable.

License and Certificate:

Possession of a valid driver license and a satisfactory driving record throughout employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, and to operate a motor vehicle to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently sit for long periods of time, bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Standing in and walking between work areas is frequently required. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds or more with the use of appropriate equipment.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees must be available to attend day and evening meetings, at various sites within and outside the City. Employees may interact with members of the public or with staff under emotionally stressful conditions while interpreting and enforcing departmental policies and procedures.