



City of Santa Fe Springs
MEDIA AND COMMUNICATIONS MANAGER (FULL-TIME)

SALARY	\$9,470.60 - \$12,356.99 Monthly \$113,647.20 - \$148,283.88 Annually	LOCATION	Santa Fe Springs, CA
JOB TYPE	Full-Time	JOB NUMBER	2026-20
DEPARTMENT	Police & Community Services	DIVISION	Administrative Services
OPENING DATE	04/16/2026	CLOSING DATE	Continuous
FLSA	Exempt	BARGAINING UNIT	SFSMC



The City of Santa Fe Springs is seeking a highly-motivated individual for the position of Media and Communications Manager in the Department of Police & Community Services.

PLEASE NOTE: Applicants are highly encouraged to apply promptly as the recruitment may close at any time.
Employment Type: Full-time position represented by the City of Santa Fe Springs Confidential & Management Employees Association.

Work Schedule: This position will be assigned a 4/10 work schedule from Monday - Thursday.

POSITION PURPOSE:

To lead, develop, direct, coordinate, and administer the City of Santa Fe Springs Creative Media & Communications Program, a comprehensive, proactive, and strategic public information and engagement function for the City, including communications, advertising, marketing, public affairs, crisis communications, and public relations.

This position serves as the City's senior communications strategist and advisor, responsible for developing and implementing a Citywide communications strategy aligned with City Council priorities and organizational goals; overseeing internal and external communications; managing brand identity and reputation; supervising professional staff; and preparing, administering, and overseeing the program budget.

The Media & Communications Manager plays a critical role in advancing transparency, public trust, and community engagement, and serves as a key advisor to executive leadership on messaging, public perception, reputational risk, and sensitive or high-profile issues.

SUPERVISION RECEIVED:

Receives general supervision from the Police & Community Services Director and/or designee.

SUPERVISION EXERCISED:

Directly supervises, trains, evaluates, coaches, and disciplines Creative Media & Communications staff, including the Public Information Officer, Communications Specialists, and other assigned staff. May supervise contractors, consultants, volunteers, and interns.

Responsible for workforce planning, staff development, performance management, and fostering a collaborative, high-performing communications team.

EXAMPLES OF DUTIES AND RESPONSIBILITIES:**A. Held in Common:**

1. Supports the Mission of the City and its Elected and Appointed Officials.
2. Provides courteous and timely service to the public as the ultimate employer.
3. Works cooperatively with other City employees.
4. Exhibits integrity and displays ethical behavior.

B. Essential Job Specific Duties:

1. Plan, organize, direct, and manage a comprehensive Citywide communications and public information program, including media relations, public affairs, marketing, advertising, branding, digital communications, website, and social media platforms.
2. Serve as the City's lead communications strategist; coordinate closely with the City Manager, Assistant City Manager, Department Directors, and City Council to ensure consistent, accurate, and timely messaging aligned with City priorities.
3. Develop, implement, and maintain the City's brand identity, messaging framework, and communication standards to ensure consistency across all departments and platforms.
4. Develop and administer a Citywide Communications Strategy, including goals, performance measures, evaluation methods, and continuous improvement processes.
5. Direct the selection, contracting, and oversight of consultants, vendors, and service providers; negotiate scopes of work; evaluate performance; and ensure deliverables meet City standards.
6. Evaluate communications operations, programs, and services; identify opportunities for improvement; and prepare analytical and performance reports for executive leadership.
7. Establish SMART communications goals; develop metrics and dashboards; analyze data and analytics to measure effectiveness, inform decision-making, and report outcomes.
8. Directly and indirectly supervise, train, evaluate, coach, and mentor Creative Media & Communications staff; conduct performance evaluations; recommend discipline as appropriate; and support professional development.
9. Participate in executive-level planning and decision-making; advise the City Manager and executive team on communications strategies, messaging risks, public sentiment, and reputational considerations.
10. Serve as the City's designated or alternate Public Information Officer (PIO), including during emergencies, disasters, or Emergency Operations Center (EOC) activations.
11. Lead crisis and emergency communications planning and execution; develop and maintain the City's Emergency Communications Plan; coordinate messaging with Police, Fire, and Emergency Management; and oversee media briefings during critical incidents.
12. Prepare, review, approve, and deliver oral and written communications, including press releases, talking points, speeches, presentations, media statements, and executive correspondence.
13. Direct and oversee production of City publications, digital content, videos, audio/visual projects, and graphic materials to ensure quality, accuracy, accessibility, and brand consistency.
14. Serve as co-webmaster and policy authority for the City's website; establish governance standards for content, design, accessibility, retention, and moderation.
15. Review, edit, approve, and authorize all website and digital content to ensure accuracy, quality, legal compliance, and alignment with City objectives.
16. Monitor website content regularly to ensure accuracy, relevance, and quality.
17. Coordinate with the Information Technology Manager regarding website maintenance, cybersecurity considerations, and technology needs.
18. Oversee and participate in on-camera interviews, video production, voiceovers, and digital storytelling; ensure professional standards and consistent messaging.
19. Co-supervise production, direction, and broadcast of City Council meetings and other public meetings, ensuring compliance with transparency and accessibility requirements.
20. Develop and implement public engagement strategies to promote City programs, services, events, and initiatives; coordinate with departments, City Council, commissions, and advisory bodies.
21. Oversee responses to citizen inquiries, complaints, and public feedback; serve as liaison between the community and City departments; identify trends and recommend improvements.
22. Design and oversee surveys, research, and public opinion studies; analyze findings and present actionable recommendations to executive leadership.
23. Ensure communications comply with the California Public Records Act, Brown Act, records retention laws, copyright law, and other applicable legal and ethical requirements; coordinate with the City Attorney on sensitive matters.
24. Prepare, manage, and administer the Creative Media & Communications budget; develop annual and multi-year budget forecasts; monitor expenditures; authorize payments; and ensure fiscal accountability.
25. Prepare and manage Requests for Proposals (RFPs), Requests for Qualifications (RFQs), and contracts related to communications services and technologies.
26. Represent the City and/or City Manager at meetings with residents, elected officials, staff, and external agencies as required.
27. Perform related duties as assigned.

C. Other Job Specific Duties

1. Attend City Council meetings and coordinate or provide communications coverage for special projects, community meetings, events, and emergency situations, including outside normal business hours.
2. Performs related duties as required.

REPRESENTATIVE COMPETENCIES AND QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill and ability required to satisfactorily perform the jobs essential duties and responsibilities.

Knowledge of:

- Federal, state, county, and local government laws, regulations, and policies
- Strategic communications, public affairs, and crisis/emergency communications
- California Public Records Act, Brown Act, and records retention requirements
- Public administration, public relations, policy analysis, and information management
- Equity-centered, accessible public engagement practices
- Digital governance, analytics, and performance measurement
- Research, writing, and editorial standards
- Modern journalism and media production, including graphic design, video, photography, web, and social media
- Multimedia presentation methods and tools
- Local and regional media landscapes and press relations
- Budget development and oversight
- Desktop publishing and modern office software and equipment
- Copyright law and intellectual property standards
- English usage, grammar, and professional writing conventions
- Trends in public-sector marketing, media, and communications

Ability to:

- Provide executive-level communications counsel and strategic guidance
- Lead high-profile, complex, and politically sensitive communications initiatives
- Manage multiple priorities and deadlines in fast-paced environments
- Build trust and consensus with elected officials, executives, staff, media, and the public
- Exercise sound judgment under pressure, including during emergencies and crises
- Analyze and interpret legislation, policies, and regulatory frameworks
- Research, analyze data, and independently develop solutions and recommendations
- Write and edit reports, articles, correspondence, speeches, presentations, and digital content
- Develop and deliver clear, effective oral and written communications across platforms
- Apply strategic reasoning, creativity, and decisiveness in evaluating and disseminating information
- Identify and apply relevant marketing and communications trends
- Respond professionally to public and media inquiries and complaints
- Maintain confidentiality of non-public and sensitive information
- Demonstrate strong leadership, interpersonal, and collaboration skills
- Organize, prioritize, and execute work with accuracy and attention to detail
- Manage and support organizational websites and social media platforms
- Operate modern office and communications technology
- Attend meetings, events, and emergencies outside regular business hours as needed

EDUCATION AND EXPERIENCE:

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

- Education: Bachelor's degree from an accredited college or university with major coursework in public administration, public relations, communications, journalism, marketing, business, English, or a closely related field; additional coursework and/or a Master's degree preferred.
- Experience: Five (5) years of progressively responsible experience in public affairs, communications, public relations, marketing, or a closely related field, including at least three (3) years of supervisory or management experience with responsibility for staff performance evaluation and development.
- License: Possession of a valid State of California driver's license and an acceptable driving record.

WORKING CONDITIONS:

the work environment characteristics described are representative of those an employee encounters in performing the essential functions of this job.

- Work is primarily performed indoors.
- Noise level is quiet to moderate.
- Hazards are minimal.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable employees with disabilities to perform the essential duties.

- Sit or stand for extended periods of time.
- Stand, walk, and bend.
- Push, pull, and reach over head and above shoulders.
- Hear and speak both in person, on the telephone, or through broadcast or media mediums.
- Use hands and fingers to operate office equipment.
- See well enough to read documents and operate office equipment.
- Lift and move up to 25 pounds.

NEPOTISM:

Relatives may be appointed regardless of the designation of full or part-time classification. Candidates with relatives employed by the City will be excluded from applying for a vacancy if one or more of the following criteria exist: 1) The appointment of a relative would place one in a supervisory capacity directly over the other 2) The appointment would create a situation in which it is conceivable personal gain for one could be obtained by the actions of the other 3) The appointment would create a situation where performance or non-performance of either would have a direct effect upon the performance of the other 4) The appointment would create a situation where the confidentiality of either could be compromised. Candidates with relatives employed by the City will be evaluated on a case-by-case basis. "Relative" shall be defined as: mother, father, son, daughter, brother, sister, grandmother, grandfather, grandchild, spouse, domestic partner, step mother, step-father, step-sister, step-brother, stepchild and step grandchild.

HOW TO APPLY:

Applicants are required to complete and submit a City Application online. Resumes or faxed copies will not be accepted in lieu of the City online application. To apply, click on the "Apply" link located at the top of this page. New users must first create an account first.

METHOD OF SELECTION:

Selection may be based upon an application review, a performance examination and evaluation, and a structured interview. Appointment will be contingent upon a criminal record check and physical examination, including a drug screen.

ACCOMODATION:

If you require special testing and/or interview accommodation due to a physical, mental, or learning disability, please call the Human Resources Office at (562) 409-7530 at least 5 days prior to the scheduled date.

Employer	Address
City of Santa Fe Springs	11710 Telegraph Rd. Santa Fe Springs, California, 90670
Phone	Website
(562) 409-7530	http://santafesprings.gov

MEDIA AND COMMUNICATIONS MANAGER (FULL-TIME) Supplemental Questionnaire

QUESTION 1

Which of the following best describes your level of completed formal education? (Please attach a copy of your degree/transcripts along with application).

- High School Diploma/GED
- Associate's Degree
- Bachelor's Degree
- Master's Degree

***QUESTION 2**

In order to be considered for this position, you will need to provide a copy of unofficial/official transcripts or your degree(s) to verify that you meet the education requirements for this position. Proof of education must be attach to your application prior to submission. Please select "Yes" to confirm that you have read, understand and agree to this statement.

- Yes
- No

***QUESTION 3**

Describe your experience developing and implementing a comprehensive communications strategy for an organization.

***QUESTION 4**

Describe your role in managing communications during a crisis, emergency, or high-risk situation.

***QUESTION 5**

What is your experience managing websites, social media platforms, and digital content strategies?

***QUESTION 6**

Describe how you have used data and analytics to adjust or improve a communications campaign or initiative.

***QUESTION 7**

Describe your supervisory experience, including managing staff performance, coaching, and professional development.

***QUESTION 8**

This position requires attending meetings, events, and emergencies outside of regular business hours. Are you able to meet this requirement?

* Required Question