





THE COMMUNITY

A city where kindness matters.

The City of San Leandro is one of the most diverse cities in the nation, located in the heart of the San Francisco Bay Area. A well-established community in Alameda County, San Leandro is proud of its distinct neighborhoods, 23 parks, 3 excellent public libraries, quality local schools, and a wide range of shopping, dining, recreational, and entertainment options.

San Leandro is an organization that blends big-city thinking, ingenuity, and innovation with positive small-town values where kindness matters. The City boasts a high-quality, gigabit-speed fiber-optic network that serves manufacturers, tech entrepreneurs, and other employers in a traditionally diversified, solid local economy that is a prime location for companies such as Ghirardelli Chocolate Company, Torani Syrups, Costco, and Kaiser Permanente.

San Leandro businesses enjoy multiple advantages, including proximity to the Oakland International Airport and Port of Oakland, two major freeways, two BART stations, and access to a large and well-educated workforce. The City also encompasses a large industrial area that is home to a thriving advanced manufacturing industry.

As part of the increasingly popular East Bay, San Leandro is also known for its well-defined neighborhoods full of charming and unique older homes on tree-lined streets, where residents are the foundation of a strong and sustainable community. The City celebrates its diversity and welcomes robust levels of engagement on various issues.

For more information regarding the City of San Leandro visit: www.sanleandro.org

CITY GOVERNMENT

Incorporated in 1872, the City of San Leandro, a Charter City, operates under a Mayor/Council-Manager form of government. The City Council is made up of members nominated from each of the six districts and elected at-large. The Mayor is also nominated and elected at large. The Mayor and Council Members may serve for two consecutive four-year terms. The Mayor and City Council appoint members of the community to sit on the City's various advisory Boards and Commissions, ensuring that a wide cross-section of the community is represented in City government.

The City Council appoints the City Manager and City Attorney. In addition, the Mayor and City Council Members serve on various intergovernmental committees and commissions.

The City maintains a biennial budget and the total adopted budget for FY 2026-27 is \$266.4 million (General Fund \$159.1 million). City services are delivered by a workforce of 448 budgeted full-time equivalent employees. San Leandro provides the full range of municipal services and is organized across nine departments: City Manager, Community Development, Finance, Human Resources, Information Technology, Library, Police, Recreation and Parks, and Public Works. Fire protection services are provided contractually by the Alameda County Fire Department.

THE CITY MANAGER'S OFFICE AND COMMUNICATIONS DIVISION

The City Manager's Office employs professional and administrative support staff who operate across six divisions: Administration, Communications, Emergency Preparedness and Risk Management, Legislative, Parking Services, and Water Pollution Control.

The City's Public Information Officer is responsible for all internal and external communications. The Communications Division produces multimedia content, including videos, photos, and written materials, monitors social media platforms, and manages the City's brand and website that serves a central hub for timely and accurate information. The Division also manages the annual State of the City address, produces newsletters and the City Manager's Monthly Update, and oversees programs including translation services, film permits, and special projects that support community access and engagement.

THE POSITION

Tell the Story. Build the Brand. Connect with the Community.

Functioning as the Chief Marketing Officer, the Public Information Officer (PIO) reports to the Assistant City Manager, leads the Communications Division, and manages a team of three (one full-time Public Information Assistant and two part-time staff). The PIO attends Executive Team meetings, collaborates proactively with staff in all city departments to understand their operations and programs, and serves as a liaison between the City and other public agencies, professional organizations, and community groups.

Operating as the City's communications strategist and central voice, the PIO leads all marketing, communications, branding, and community engagement initiatives. The position plays a critical role in advancing City priorities through storytelling, outreach, and strong relationship building. This PIO designs, develops, and manages the production of clear, timely, and compelling communications while ensuring a consistent voice and brand. As the division manager, this position establishes structured processes, workflows, and program calendars to support proactive, organized operations.



THE IDEAL CANDIDATE

The City of San Leandro seeks a highly skilled communications professional with a proven ability to deliver exceptional results. The ideal candidate is collaborative, proactive, and thrives in a fast-paced environment, identifying and elevating stories across City departments to showcase impact and value. The selected individual will develop and execute comprehensive outreach strategies and campaigns that increase visibility, engagement, and community pride. This PIO will be a strategic, politically astute leader who combines sound judgment, creativity, and professionalism to deliver clear, impactful communications that build trust and strengthen community connection.

To skillfully serve as the City's spokesperson and media liaison, the ideal candidate will bring experience with on-camera communication and managing interviews, media events, and press inquiries, including during unfolding events and emergency situations. The selected individual will be a self-starter who proactively seeks information and develops it into engaging, accessible content. They will draft speeches and talking points for the Mayor, Councilmembers, and City Manager.

By sharing their technical expertise and providing clear direction, oversight, and coaching, the new PIO will effectively lead and develop their team. This hands-on manager will establish standardized processes and implement systems

and structures to strengthen citywide communications capacity, consistency, and organization while improving efficiency, effectiveness, and proactive planning.

In addition to the attributes outlined above, the ideal candidate will be:

- Results-driven, creative, and organized.
- Politically astute and ethical with the ability to exercise sound judgment in complex and sensitive situations.
- A confident communicator with a professional public presence.
- Collaborative and approachable, with exceptional interpersonal skills and the ability to work effectively across departments and engage a diverse community.
- Resilient and adaptable in a dynamic environment requiring responsiveness and flexibility.
- An effective project manager with proven ability to meet deadlines.
- Passionate about their work with a genuine interest in sharing San Leandro's story and successes.

Key priorities and opportunities for the incoming PIO:

- Serve as the City's chief storyteller and brand steward, translating complex initiatives into clear, engaging narratives aligned with City goals and priorities.
- Expand digital engagement and multimedia storytelling.

- Ensure timely, accurate, and transparent public information, especially during critical events.
- Implement the City's new brand identity.
- Oversee the City's multi-platform social media presence, ensuring active engagement and responsive communication.
- Develop staff and build a high-performing, service-oriented team.
- Improve coordination and visibility of City programs, events, and initiatives.
- Utilize analytics and trends to measure performance and continuously improve outreach efforts.

Highly qualified candidates will have four years of increasingly responsible experience in the development and coordination of public information, public affairs, community outreach, and social media marketing along with education equivalent to a Bachelor's degree in public relations, communications, marketing or related field. Experience in a similar position and with media relations and developing communications and social media programs in the public sector is desired. Knowledge of city government operations, working with elected officials, and supervising staff will be considered favorably. Any combination of experience and education that provides the knowledge, skills, and abilities necessary for success in the position will be considered.

COMPENSATION & BENEFITS

The City of San Leandro offers a competitive salary and benefits. The salary range for this position is: \$158,257 - \$192,363 + a scheduled 5% COLA in July 2027. Placement within the range is DOQE. The City's benefits program includes, but is not limited to:

Retirement: 2%@55 for Classic PERS members with a 7% employee contribution; 2%@62 for new members (PEPRA employees) with employees paying half of the normal cost.

Social Security: City participates in Social Security with a 6.2% contribution from the employee and employer.

Medical Plan: Choice of health insurance plans with monthly City contribution up to \$2,726.75. Generous in-lieu payment to employees who show proof of health insurance coverage.

Dental Plan: Up to \$149.55 monthly City contribution.

Paid Leave and Holidays: Vacation Leave accrues up to 25 days per year commensurate with years of experience. Sick Leave accrues 12 days per year with accrual cap of 2,400 hours (300 days). There are 14 paid holidays per year, plus one floating holiday (8 hours).

Administrative Leave: 80 hours per year; pro-rated for new hires after July 1.

Deferred Compensation: City will match employee contribution up to 2% of base salary.

Development Program: \$1,000/year reimbursement for technology, health and fitness, and job-related training expenses; pro-rated for new hires after July 1.

Life Insurance: \$50,000 City-paid policy with option to purchase additional coverage.

Long-term Disability Insurance: 66.67% of monthly base earnings up to \$6,000/mo.

Retiree Medical & Dental: – Available after vesting period.

Optional Benefits: Dependent Care and Medical Spending Accounts, vision care, short-term disability insurance, and others. Employee Assistance Program available.

Work Schedule: Flexible schedule and telework options including a 9/80 work schedule and work from home for up to 2 days per week. This role requires availability and response during emergencies and critical incidents as well as regular attendance at evening and weekend events.



Application & Selection Process

The closing date for this recruitment is **midnight on Sunday, July 19, 2026**. To be considered for this opportunity, upload a compelling cover letter, resume, and list of six professional references using the "Apply Now" feature at www.tbcrecruiting.com. This is a confidential process and will be handled accordingly throughout the various stages of the recruitment.



Jennifer Curtis • 510.661.0076

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After the closing date, resumes will be screened against the criteria outlined in this brochure. Applicants with the most relevant qualifications will immediately be granted preliminary interviews by one of the recruiters. Candidates deemed most qualified will be invited to interview with San Leandro. Selection is anticipated shortly thereafter, following the completion of extensive background and reference checks on the top candidate. Please note that references will not be contacted until the end of the process and, at that time, will be done in close coordination with the candidate impacted.

