

CENSUS/REDISTRICTING PROGRAM MANAGER

Definition

Under general direction, to plan and coordinate local outreach activities for the decennial census count and provide staff support for the supervisorial redistricting process.

Distinguishing Characteristics

This single position class is allocated to the Office of the County Executive and is responsible for managing the County's participation of the decennial census count and redistricting process. The Census/Redistricting Program Manager works with external entities to inform, educate, and coordinate outreach activities during the decennial census count and supervisorial redistricting.

Typical Tasks

- Plans, organizes, and directs decennial census count activities and redistricting process within mandatory time frame;
- Determines objectives in light of established goals;
- Formulates strategies and develops program priorities within available resources;
- Evaluates funding requirements and prepares budget recommendations;
- Develops and manages contracts and may select consultants;
- Identifies issues and concerns and maintains effective working relationship with public and private agencies, community partners, organizations and stakeholders;
- Organizes and leads committees and subcommittees involved in census outreach;
- Monitors and evaluates census outreach activities and recommends and implements modifications to improve project effectiveness;
- Utilizes and reviews demographic information to analyze redistricting proposals;
- Provides staff support for redistricting committees and subcommittees;
- Prepares and presents written and oral reports and correspondence; develops agenda items for Board of Supervisors and Committee meetings;
- May supervise employees and contract staff;
- Makes public presentations before various groups and committees;
- Prepares press releases;
- Works with media on outreach to community;
- Performs other related work as required.

Employment Standards

Sufficient education, training and experience that demonstrates the ability to perform the typical tasks and demonstrates the possession and direct application of the knowledge and abilities listed below.

Census/Redistricting Program Manager

Experience Note: Training and experience equivalent to possession of a Bachelor's degree

AND

Four (4) years of increasingly responsible experience performing analytical, administrative, supervisory or management duties.

Possession of a valid California Driver's License prior to appointment and the ability to qualify for and maintain a County Driver's Permit.

Knowledge of:

- Laws, regulations, and policies that apply to the decennial census count and supervisorial redistricting;
- Administrative problem solving methods, including fiscal management, program development and evaluation;
- Communication techniques required for gathering, evaluating, and transmitting information;
- Public outreach methods and procedures;
- Principles and techniques of effective public communication, public relations group leadership and motivation;
- Contract administration;
- Census data and its application in the redistricting process;
- Common office computer applications;
- County policies and procedures;
- Brown Act and quorum requirements for public meetings.

Ability to:

- Learn, understand, interpret, and apply laws, policies, and procedures that apply to the decennial census count and supervisorial redistricting;
- Adhere to State and Federal mandated deadlines;
- Schedule and effectively manage multiple committees;
- Utilize Geographic Information Systems and other mapping tools to provide data and maps;
- Work cooperatively and effectively motivate multiple governmental agencies and departments, community partners, organizations and stakeholders to secure necessary information;
- Develop, recommend and implement effective courses of action;
- Learn census data and its application in the redistricting process;
- Supervise, train, develop and motivate staff;
- Manage a broad public promotional campaign and enlist the cooperation of the media;
- Select and supervise support staff and/or contractors;
- Establish and maintain program's objective, priorities and procedures;
- Prepare clear and concise correspondence and reports;
- Communicate ideas and information effectively, both orally and in writing.

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