

DIRECTOR OF REDISTRICTING COMMUNITY OUTREACH AND ENGAGEMENT

The Los Angeles City Council Redistricting Commission is an appointed, 21-member body charged with the responsibility of designing new recommended boundaries of the City's fifteen council districts. The Commission's core purpose is to independently draw proposed Los Angeles City Council District boundaries based on census data that will allocate constituents proportionately while also accounting for the unique histories, experiences and interests of communities, such that those interests will have the highest probability of being served by elected representatives and the City of Los Angeles.

Job Description: This position will implement the Public Outreach and Engagement activities of the Los Angeles City Council Redistricting Commission, under the supervision of the Commission's Executive Director. Applications will be accepted until the position is filled.

Location: Los Angeles City Hall, 200 N. Spring Street, Room 275, Los Angeles, CA 90012

Position: Director of Redistricting Outreach and Engagement. This is a Full-Time, At-will, Exempt position to be hired as an independent contractor to the City, with an expected 7-month duration. The position begins immediately upon candidate selection.

As this is an At-will position, the individual appointed to this position will not accrue any civil service tenure, contractual employment rights, or due process rights. The incumbent may be removed, without any finding of cause, by the hiring authority.

Salary Range: Salary commensurate with experience.

Closing Date: Applications accepted until position filled.

Primary Duties:

- Participate in the development of the Commission's Public Outreach and Engagement Plan with the Commission and the Executive Director.
- Implement the Commission's Public Outreach and Engagement Plan, including supervision of contracted private firm and community-based, non-profit outreach and engagement professionals.
- Plan and coordinate community events with community partners around redistricting issues.
- Collaborate with stakeholders and attend community events on behalf of the Commission.
- Develop a plan to work and advertise with ethnic media outlets around outreach efforts.
- Develop an outreach strategy to engage communities that have not traditionally participated in redistricting.
- Create and update outreach material and monitor and track metrics of outreach material.
- Create and implement a social media marketing strategy that includes all major social media platforms as appropriate.
- Grow number of social media followers and engagement via creative, entertaining, compelling and informative posts.
- Drive the upgrade of the Commission's website.
- Draft all media communications, and coordinate media outreach, tracking all garnered media coverage.

- Report to the Executive Director of the Commission.
- Establish and maintain relationships with stakeholders and execute public education and engagement strategies.
- Evaluate community needs and Commission outreach program and identify continuous improvement opportunities.
- Deliver presentations, attend meetings, and distribute materials to the public.
- Meet and present to City and community officials.
- Additional projects as developed and assigned.

Qualifications and Core Competencies:

- A deep, personal commitment to diversity, equity and inclusion, with a commensurate respect for all peoples and communities.
- Bachelor's degree and a minimum of 3 - 5 years of experience in community outreach/engagement work with diverse communities, particularly communities of color.
- Motivated self-starter with demonstrated good judgement, critical thinking, flexibility, resourcefulness, and problem-solving abilities.
- Excellent written and verbal communication skill are required, along with a demonstrated ability to compose and edit effective, thoughtful, and strategic communications across a variety of platforms.
- Strong interpersonal skills and an ability to work collaboratively with others in a team environment.
- Strong organizational skills with an ability to manage multiple projects simultaneously, while maintaining a firm grasp on individual project details and deadlines.
- Experience implementing a communications strategy via social media, earned media, and digital media, as well as at events and through other channels.
- Experience in communicating complex issues to a variety of audiences.
- Strong, detail-oriented organizational skills are required, as well as the ability to follow projects through to completion.
- Knowledge of Microsoft Office and Windows-based applications and database.
- Ability to respond well to changing deadlines and urgent tasks as needed.
- Detail-oriented and capability to think and plan strategically.
- Have a passion for community and public education and engagement.
- Strong verbal and written Spanish language skills. (Preferred)

Applicants who have been employed by or in the office or the campaign of an elected City official shall disclose such affiliation at the time of application.

Application Process: Applicants should send their resume and cover letter to Frank Cardenas, Executive Director, LACCRC, at frank.cardenas@lacity.org. Applications will be accepted on a rolling basis until the position is filled.

The City of Los Angeles is an equal employment opportunity employer. We encourage any and all qualified individuals to apply, regardless of their racial or ethnic background, sex, gender identity or other protected background.

As provided in civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory, and not restrictive. It is not intended to declare what all of the duties, responsibilities, and required qualifications of any position shall be.