

## Compensation and Benefits

The City of Encinitas offers a competitive compensation package. The salary for this position is negotiable depending on qualifications. In addition to salary, the City offers an excellent benefits package including:

- ◆ **Retirement** – The City participates in the California Public Employees' Retirement System (CalPERS) and does not participate in Social Security.
- ◆ **Health Benefits** – The City provides a cafeteria benefit plan allowing the purchase of medical, dental, vision, group term life insurance, and long-term disability. The City currently allocates \$12,700 annually for this plan. Reimbursement for health care and dependent care expenses through a flexible spending account is also available. Unused contributions (up to an annual maximum of \$7,098) may be received as additional taxable compensation.
- ◆ **Leave Benefits** – Vacation accrual begins at 13 days annually. Credit is given for related continuous prior public service employment. The City also provides 10 fixed holidays plus two floating holidays per fiscal year. Employees receive generous sick leave benefits and can also accrue up to a maximum of 78 hours of paid time off to attend to family members in times of illness.
- ◆ **Life Insurance** – The City provides a life insurance policy in the amount equal to an employee's annual salary up to a maximum of \$150,000.
- ◆ **Deferred Compensation** – Optional participation in a 457 and/or a 401(a) deferred compensation program is available.

## The Process

If you are interested in pursuing this unique and exceptional career opportunity, please submit (email preferred) your cover letter, resume, salary history and contact information including email addresses for five work-related references (references will not be contacted until mutual interest is established) to:

Bill Avery or Ann Slate  
Avery Associates  
3 ½ N. Santa Cruz Ave., Suite A  
Los Gatos, CA 95030  
E-mail: [jobs@averyassoc.net](mailto:jobs@averyassoc.net)

Final Filing Date: April 3, 2015.

If you have any questions regarding this position, please feel free to contact Bill Avery at 408.399.4424 or Ann Slate at 805.459.5132.



# *The City of Encinitas*



*invites your interest  
for the position of*

**City  
Manager**

## The Community

Encinitas is located in northern San Diego County along six miles of the Pacific coastline, with a population of close to 65,000 residents. Characterized by beautiful coastal beaches, steep mesa bluffs and rolling hills, the city incorporated in 1986. The city is composed of the five distinct communities of New Encinitas, Old Encinitas, Cardiff-by-the-Sea, Olivenhain and Leucadia.

Encinitas boasts outstanding beaches, unbeatable surfing, and the largest coastal wetland in San Diego County, the San Elijo Lagoon Ecological Reserve.



Historically, Encinitas had a significant flower growing industry and although many flower growers have moved their operations to international locations, Encinitas still has deep agricultural roots. The San Diego Botanic Garden is an oasis, featuring an Amazon rainforest and the largest display of bamboo in the world. Founded in 1920, the Self Realization Fellowship occupies a prime spot along Coast Highway 101, and provides a free meditation garden that overlooks the ocean in a serene setting.

The city's downtown along Coast Highway 101 is a shopping district more than 100 years old that features historic architecture, quaint shops, sidewalk cafes, and restaurants framed by flower baskets. The downtown has the feel of earlier times, reminiscent of the beach towns that existed prior to World War II. The historic, one-screen movie theatre, La Paloma Theatre, built in 1928 helps the downtown maintain the beachy, artsy, 'funky' vibe. But the downtown also has the bustle and vibrancy created by top retail shops, fine dining, and cultural events and attractions that bring visitors from all over the region.

Golf enthusiasts will enjoy the Encinitas Ranch Golf Course, a championship 18-hole par 72 course with panoramic ocean views. This public facility has five tees that can be enjoyed by golfers of all abilities.

The natural beauty of the communities, the moderate Mediterranean climate and the many recreational and cultural activities make Encinitas a spectacular and highly desirable place to call home.



## City Government

A General Law City, Encinitas has a Council/Manager form of government with a four member Council elected at large and for the first time in 2014, a directly elected Mayor. The members of the City Council also act as the governing body that exercises oversight responsibility for the San Dieguito Water District. Although the City and the District are legally separate entities, the city staff provides management assistance to the District. In addition, the Council serves as the Board of the Encinitas Housing Authority and the Encinitas Public Financing Authority.

The City Council appoints the City Manager and the City Attorney. The City has approximately 240 employees

organized into seven departments and the water district. The departments are City Clerk/Legislative Services, Finance, Planning and Building, Fire and Marine Safety Services, Public Works/Engineering Services, Parks and Recreation, and the City Manager's Department, which includes, Human Resources, Information Technology/GIS, Risk Management and Arts Administration.

The City utilizes a two-year budget planning process and has a total budget exceeding \$120 million annually. With an AA+ bond rating, fully funded contingency, reserves of 20 percent of operating expenditures, and a budget contingency reserve of two percent, Encinitas enjoys a sound financial basis and has been able to maintain highly regarded municipal services.



## The Position and Ideal Candidate

The City Manager provides direction and oversight for the department heads who comprise the City's Cabinet Team. The City Manager's ongoing responsibilities include budget management, council meeting and agenda report preparation, initiating and implementing opportunities to enhance municipal service delivery, and striving for continuous improvement in all core city functions. Specific projects that will require the City Manager's attention include: completion of a Housing Element that complies with state law, full implementation of the Council-adopted Strategic Planning initiatives, completion of the North Coast Highway 101 streetscape project, completion of the Moonlight Beach Marine Safety Headquarters, and negotiating contracts with the City's labor unions.

The new City Manager should be an outstanding consensus builder with a track record of getting things done. This will require strong communication and interpersonal skills, and a proactive orientation. A key to developing and sustaining a strong and effective relationship with the Council will be to communicate openly and honestly, and to keep them informed of current issues and developments. The City Council, City Commissions and Committees, residents, business groups and the environmental organizations expect the new City Manager to understand the values of Encinitas as reflected in its five distinct communities. He or she will need to balance the dynamics of both retaining the City's charm and leading the change necessary to continue the community's vitality. The City Manager must be able to lead by example, and guide a motivated and close-knit team of professionals who possess the enthusiasm and work ethic essential to responsive and collaborative service.



The new City Manager must be experienced in municipal finance and in maintaining a sustainable financial structure. In order to maintain its high-quality service delivery and to meet the needs of residents with high expectations, a manager with skills in consensus building, collaboration and community engagement will be key to motivating and inspiring staff and the community in cooperative problem solving. Prior experience as a City Manager, Assistant or Deputy City Manager or as an Executive Director or department head of a complex public sector organization is required. A BS/BA in a related field is essential and an MS/MA/MPA/MBA is highly desired. Experience negotiating with the Coastal Commission and an interest or credentials in environmental sustainability is preferred.