

## Compensation and Benefits

The City of Sunnyvale offers a highly competitive compensation and benefits package. The salary range for this position is between \$213,562-\$251,250 annually and is set at the discretion of the City Manager. The excellent management benefits package includes:

- ◆ Relocation Reimbursement: The city offers a financial assistance program to help offset some of the costs associated with relocating to Sunnyvale for out-of-area candidates.
- ◆ Mortgage Assistance Program: The city offers a very generous mortgage assistance program that provides a low-interest rate loan; requires a 5% down payment, and loan amount up to 10 times annual salary control point. Some restrictions apply.
- ◆ Deferred Compensation: The city contributes 2% of base salary to either a 457 or a 401(a) plan, subject to plan contribution limits.
- ◆ CalPERS Retirement: 2% @ 60 for Classic Members; 2% @ 62 for New PERS Members, in accordance with PEPPRA. The city does not participate in Social Security except for the mandated Medicare portion. The current employee contribution rate for Classic employees is 3%.
- ◆ Automobile Allowance: \$450 monthly
- ◆ Paid Time Off (PTO): An all-inclusive paid time off program starts at 21 days annually with the ability to negotiate accrual tier at time of hire.
- ◆ Holidays and Floating Holiday Leave: Eleven holidays and an additional 30 hours of floating holiday time per calendar year are provided. (New hires receive a prorated benefit based on the date of hire.)
- ◆ Management Leave: 70 hours annually.
- ◆ Medical Insurance: Medical insurance is provided through CalPERS, all plans fully paid for employee and eligible dependents.
- ◆ Retiree Medical Insurance: The city offers a generous retiree medical benefit that includes a vesting table that increases with years of service with the city.



## The Process

To be considered for this exceptional career opportunity, please visit the Avery Associates Career Portal on our website at [www.averyassoc.net/current-searches/](http://www.averyassoc.net/current-searches/) to upload your letter of interest, resume and contact information, including email addresses for five work-related references (who will not be called until after an interview takes place).

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The final filing date for this recruitment is August 8, 2018. Preliminary interviews with Avery Associates are anticipated to take place between August 10-17. Interviews with the City of Sunnyvale will take place on Wednesday, September 5, 2018.

If you have any questions or wish to further explore this opportunity, please contact Paul Kimura at 408.399.4424 or [paulk@averyassoc.net](mailto:paulk@averyassoc.net) or Sam Avery at 408 399-4424 or [samuella@averyassoc.net](mailto:samuella@averyassoc.net).



# The City of Sunnyvale



*invites your interest  
for the position of*

**Deputy  
City Manager**

## The Community

Recognized as the “Heart of Silicon Valley,” Sunnyvale, with a population of approximately 153,000, is the fifth largest city in the San Francisco Bay Area and the second largest in Santa Clara County. Sunnyvale was incorporated in 1912 and has transformed from an agricultural community to a center for the defense industry and the current nexus of research, development, and manufacturing that created Silicon Valley. Sunnyvale is home to notable companies such as Amazon Lab126, Apple, Bloom Energy, Fortinet, Google, Intuitive Surgical, LinkedIn, Lockheed Martin Space Systems, Mercedes Benz Research and Development, NASA Ames Research Center, NetApp, Twitter, and Walmart Labs.

Sunnyvale is located in the spectacular San Francisco Bay Area. The San Jose, Oakland, and San Francisco international airports are easily accessible. The area is home to many museums, theaters, concert halls, and art galleries, as well as numerous professional sports teams.

In addition to its ideal location, Sunnyvale is also recognized for its park system and public recreation facilities, including eighteen prize-winning parks, two golf courses, fifty-one tennis courts, six public swimming pools, and a Community Center. The Baylands Park provides over seventy acres of developed parkland offering recreation activities, scenic pathways, and picnic areas for families. A wide variety of cultural and artistic events take place within the city, including the annual Art & Wine Festival, the Summer Wednesday Night Music Series, Jazz & Beyond Music Series, Hands on the Arts children’s art fair, a weekly year-round farmer’s market, and downtown holiday events. The historic downtown business district is a vibrant commercial and entertainment hub. Additionally, the Cityline Sunnyvale project is underway and will include establishing a six-block, mixed-use development that emphasizes retail, dining and entertainment.

Four school districts serve Sunnyvale, with twenty-six public and private schools. Sunnyvale includes its own community college campus: Foothill Sunnyvale. Stanford University, Santa Clara University, San Jose State University, two University of California campuses, and several community colleges are nearby.

## City Government

The City of Sunnyvale is a charter city, with a seven-member City Council that is elected at large. The Mayor and Vice Mayor are selected by the Council, with the Mayor serving a two-year term. The Council appoints the City Manager and City Attorney. City Council and city staff enjoys a positive and mutually respectful relationship.

Sunnyvale provides a full range of services and maintains a workforce of approximately 921 regular employees. The 2018/2019 city operating budget and capital budget total approximately \$490 million. Financially, Sunnyvale is one of the Bay Area’s best-positioned cities. Moody’s Investor Services confirms this with its recent Triple A credit rating, an independent measure of financial standing. Sunnyvale continues to take a leadership role among local governments with its fiscal policies, performance-based budgeting and unique long-term financial planning and management system. The city has a balanced 10-year financial plan with 20-year projections and operates under a two-year budget cycle. Community surveys consistently indicate that residents and businesses are satisfied with the quality of the services and programs provided by the city.

City departments include: City Manager, City Attorney, Community Development, Environmental Services, Finance, Human Resources, Information Technology, Library & Community Services, Public Safety (an innovative Police/Fire combination), and Public Works. The city also manages NOVA Workforce Services,



which provides regional job-training programs to residents of Sunnyvale, San Mateo County and six other local municipalities.

The city’s Executive Leadership Team (ELT), consisting of the City Manager’s office, City Attorney, and all department directors, is highly collaborative and collegial. The ELT works together to address substantive issues of overall citywide importance and provide leadership direction to the organization. Creative problem solving and performance improvement are constant themes within the management culture as the city strives for continuing innovation in achieving enhancements to efficiency and service delivery.



## The Position and Ideal Candidate

The Deputy City Manager (DCM) is appointed by the City Manager and serves as a member of the city’s Executive Leadership Team. The DCM will serve as the city’s point person for community and council outreach efforts, while closely supporting the city management team with coordinated communications throughout the city organization and community. The Deputy will oversee the Communications and Economic Development Divisions, managing a combined staff of eight FTEs.

The Deputy City Manager will lead the development and implementation of a comprehensive communications, outreach and community engagement program for the city. Currently, a number of high profile community and city initiatives are underway, and the desire is to more effectively provide and deliver information through proactive and consistent messaging, information flow and outreach. Ultimately, the goal is to ensure all constituents are aware and knowledgeable of city and community efforts to provide high quality programs and services that positively impact the quality of life.

This is a newly created position representing a compelling opportunity to lead the development of a cohesive communication and outreach program, and its anticipated the new DCM will further define the scope and nature of this role. The communication program will actively utilize online and print communications methods, as well as other engagement platforms, while partnering with the community and city staff to inform constituents of the wide array of ongoing program and service initiatives.

The ideal candidate will be an energetic and engaging self-starter with a wealth of experience in the development and implementation of communication and outreach programs. This includes the strategic orientation and creativity to coordinate and unify the city’s messaging strategy and ensure that the wide range of services delivered by city departments are presented and shared in a meaningful way. The DCM will be well versed in current social media and other online communications strategies and have a pulse on new engagement opportunities that the city can utilize. Interpersonally, the ideal candidate will be a relationship builder with the ability work within a highly collaborative, team-oriented city organization, while successfully engaging with the broad interests of the community and with regional interests.

Candidates will have at least five years of progressively responsible experience in municipal or local government administration, including a minimum of two years at the level of a department head or division manager. A Bachelor’s degree from an accredited university with major emphasis in Business Administration, Public Administration, Political Science, or a closely related field is required. An advanced degree is desirable.