

Community Services & Personnel Committee

Meeting Agenda

Wednesday, March 17, 2021 at 7:00 p.m.

Via Teleconference

To allow public access, anyone may access a meeting by telephone, Zoom, and/or the City of Norwalk YouTube channel. Specific instructions and links can be found at www.norwalkct.org/meetings



Members of the public can call in and listen to a meeting. They will not be able to speak or see any of the meeting participants. Each meeting will use a unique Meeting/Webinar ID.



Members of the public who wish to provide "live comments" will need to register in advance and use the Zoom meeting platform. All participants will be muted upon entering the meeting. To speak, click the "raise your hand indicator" and you will be called on by the host of the meeting during the public comment section.



Members of the public who wish to view the meeting, but are not participating, can view a live stream on the City of Norwalk YouTube channel. This stream is delayed by approximately 20 seconds.



Members of the public who wish to provide public comment are encouraged to submit those via email in advance of the meeting. For these comments to be read into the record, they should be submitted at least three hours in advance of the meeting start time. Please email Lamond Daniels at ldaniels@norwalkct.org to provide written public comment prior to the meeting.

MEETING AGENDA

1. Call to order/ roll call
2. Public comments
3. Approval of minutes from meeting held on February 17, 2021
4. Action Items:
Authorize the Mayor, Harry W. Rilling, to execute any and all documents necessary to apply for and accept the School Readiness Grant which includes the Quality Enhancement Grant for the period July 1, 2021 to June 30, 2022.
5. Discussion and Vote on the Equity and Justice for All Commission proposed consultant: Led By Us & Associates. Community Services Department, Lamond Daniels
6. Review and approval of revisions to Ordinance position description of Communications Manager and reassignment of Grants Coordinator responsibilities.
7. Adjourn

The next regular meeting is scheduled for Wednesday, April 21, 2021

cc: Mayor Harry W. Rilling

Donna King, City Clerk
Irene Dixon, Assistant City Clerk
Mario Coppola, Corp Counsel

**CITY OF NORWALK
COMMUNITY SERVICES & PERSONNEL COMMITTEE
REGULAR MEETING
FEBRUARY 17, 2021
7:00PM**

ATTENDANCE: Barbara Smyth, Chair; Greg Burnett, Dominique Johnson, Tom Keegan, Diana Revolus, Kadeem Roberts

STAFF: Lamond Daniel, Chief of Community Services; David Walenczyk, Director of Youth Services; Maria Escalera, Director of Human Services Ray Burney, Personnel Director

CALL TO ORDER/ROLL CALL

Ms. Smyth called the meeting to order at 7:06p.m. and called role. A quorum was present.

PUBLIC COMMENTS

Diane Lauricella

Ms. Lauricella said that she was pleased that the City appeared to be moving forward on its equity and justice commitment. She noted a lack of urgency highlighting that George Floyd had died nearly a year ago and that the Norwalk NAACP was having problems, she said it was important to discuss things in a timely fashion. She also noted that there used to be more transparency in the bonus pool decisions for the ordinance list. She said she didn't think it was fair that they would do it in executive session because the public had a right to know since the bonuses came from taxpayer money. She said she believed that there should be a public hearing on ordinance employees.

APPROVAL OF MINUTES

January 20, 2021

**Page 1, attendance change Ms. Escalera's name to "Maria"

****MS. JOHNSON MOVED TO APPROVE THE MINUTES OF JANUARY 20, 2021 AS AMENDED**

****MOTION PASSED UNANIMOUSLY.**

DISCUSSION

a. General Updates, Lamond Daniels, Chief of Community Services

Mr. Daniels said that the city of Norwalk continued to partner with the Connecticut Foodbank Food share, hosting a drive through food distribution every Wednesday from 9-12 at Calf Pasture beach. He said that all residents were welcome, and that today they had served 1300 families on a 28 degree day. He said that the lieutenant governor and the mayor had been there this morning. He said this would continue as long as the need and resources were there.

He said they needed volunteers, and to go on the Connecticut Foodbank website to sign up. He thanked those who had served including Councilman Burnett, and noted they needed 40 volunteers every week.

He said that the city was partnered with the Norwalk Senior Center, and the Senior Coordinating Council to get everyone over 65 vaccinated. He said the latter was working as a call center for seniors to help them log on and get their appointments. He said that the phone number was 203.847.3115, or in Spanish the number was 203.299.1500. He said the Coordinating Council number was 203.434.1876.

Ms. Smyth said that they'd received a brief update on the Justice for All Commission, she said they were very close to having some good news very soon. She noted it was a process and they wanted to do it right.

b. Presentation -Update on the new operations & workflow of Youth Services Dept, David Walenczyk, Director of Youth Services & Maria Escalera, Director of Human Services

Mr. Daniels gave a recap of his 1.5 years in this position which included meeting with over 40 nonprofit leaders, attending staff and board meetings and figuring out the best way for the new department to support them. He said that tonight he would share the outcome of many of those meetings as it related to the Youth Services Program. He said that Mr. Walenczyk had done a great job leading over the years. HE said that he had looked at the department to figure out how best to use the resources and employees and work to improve all outcomes.

Mr. Lamond said they were well positioned to make a significant contribution to assist how residents seek and learn about social services and resources. He said that his goal was to become the "front-door" allowing access to all the resources available in Norwalk.

He said that what informed his decision making on the changes were a thorough review of the city's Youth Services current service delivery model as well as meetings with staff and with local child, youth and family serving agencies and organizations serving Norwalk youth. He said that agency staff was invited to share their perspective and offer feedback about the current Youth Services role in the city.

He said that they'd learned that it was clear that there was a full array of youth mental health services to serve the diverse community, at various pay rates. He said they learned that to foster better collaboration between systems they needed to break down siloes and monitor for gaps and needs in order to provide quick referrals and interventions for successful outcomes.

He said Connecticut law mandated youth services. He said that the legal definition was broad, but that the Youth Services Department was how Norwalk complied. He noted that going forward he wanted to keep this as a city function, moving toward assessing the needs of youth, identifying gaps in services and coordinating care.

Mr. Walenczyk gave the history of the Youth Services Department. He said it had been operating since the early 1970s and had evolved over the years. He said its functions had evolved over the years but had primarily functioned as a coordinating entity for the social and emotional well-being of the city's youth.

He said that a blue ribbon commission formed in 2005 had looked into Youth Services. He said their findings, released in 2006, recommended that the department continue to provide no fee counseling services and to strengthen the Youth Services Advisory board. He said they also recommended giving the youth a greater voice and noted that the department was under resourced.

He said they currently provided counseling for 11-18 year olds, he said the clinicians were master's level MFTs and that they provided counseling at no fee. HE said they got referrals from schools, the youth themselves and the community. He said issues they dealt with typically included parent/child conflict, school performance, truancy and delinquency issues, and substance abuse plus more.

He said the Juvenile Review Board was a Restorative Justice Program. He said they used to have court for minor offenses in Norwalk, but it had moved Bridgeport. He said the idea of the JRB was to keep kids out of juvenile justice system, because that didn't bode well for their future. He said they used diversion, voluntary assessment and addressed their needs. He said there was a community panel that held hearings, but they were rehabilitative over punitive.

He said that other programs included a middle school program, Peer Connection, which normally met one evening a week at city hall but was currently being facilitated virtually. He said that middle school youth development program. Westport and Weston contracted to use Norwalk Juvenile Review Board. He also said that the department participated in activities to support youth in the community such as health fairs and shop with a cop.

Ms. Smyth said that a lot of teachers had been trained in restorative justice and asked if they were getting fewer referrals from the high schools because of that. Mr. Walenczyk said they'd gone down but were just starting to pick up again.

Ms. Escalera said that they would be making changes based on her and Mr. Daniels listening tour. She said they would shift from a long-term counseling model to a collaborative youth development model focused on five pillars. She said the five pillars were Restorative Justice, Information & Referral Services, Community Education, Advocacy & Leadership, and build a collaboration with Parks As Partners. She said they had so many experts, and community partners that they wanted to use the pillars to focus on better supporting Norwalk youth.

She said the Restorative Justice pillar would provide services that helped high risk youth referred by law enforcement, school personnel, community-based organization or their families to prevent future contact with the justice system. She said they would start to build communication earlier, as when a child started to exhibit risky behavior, before they got to the JRB.

On Information & Referral, she said they would use clinicians to preform assessment and intake to expedite linking youth in need to behavioral, mental health and social supports plus information and referrals.

She said that Community Education meant that they would provide services that educate and raise the communities' awareness about issues central to healthy youth development.

She said that Advocacy & Leadership included activities that provided opportunities and amplified the voices of children and youth, and work with organizations, state and local legislators on policies affecting youth and families.

She said that the Parks & Recreation pillar was designed to align key assets to engage youth in positive learning activities to support high-quality programs in building healthy development in young people.

She said that overall, it was about a strong collaborative partnership, ensuring that every young person had access to the resources available to them.

She went through the list of the integrated approach to youth development

Mr. Daniels said that the current changes did not require additional funding, but that they would explore grant opportunities. He said his department would become a significant gatekeeper to all things youth. He said they had strengthened their relationships with NPS, Norwalk ACTS, Youth and Family serving agencies, the community and residents. He said finally they wanted to promote more restorative justice to ensure that when young people were in trouble they would be served

well and connected to needed services.

Mr. Walenczyk said that the state currently provided funding for four JRB programs in the biggest cities, but there was a lot of advocacy work going on to create a funding stream for all JRB around the state.

Mr. Daniels shared the new org chart and told the committee he would share it with them.

Mr. Burnett asked if the pillars Parks, Advocacy & Leadership and Community Education were new, or moving. Mr. Daniels said it was a concerted effort for departments to align on goals, he said there wouldn't be duplications because what they were doing was breaking down silos between departments, aligning on goals, and aligning resources to meet the goal. Ms. Escalera said that the goal was to become the door to resources within the community, she said they wanted to be able to look at the whole family's needs.

Mr. Burnett asked if they saw themselves being housed at the same location as the Norwalk Public School's proposed Welcome Center. Mr. Daniels said he couldn't address that tonight.

Mr. Keegan said that the youth sports leagues were privately run for the most part and asked what the relationship was with them. On the Justice and Equity pillar, he also noted that in Greenwich they had a program where children came into the Police Department and got to know cops on a different level and that it was very successful. He asked if they would consider something like that in Norwalk. Mr. Walenczyk said it would be a good idea to follow up on. He said that in the restorative justice program youth did a lot of community service, sometimes at the police department which gave them an opportunity to meet and interact with police as people.

Ms. Revolus said the police should be leading that charge on getting to know the youth. She asked if there was disproportionality in the students they were serving. She said the youth they saw for behavioral and restorative justice services very much mirrored the percentages within the school system. Mr. Walenczyk said that they'd seen changes over the years, for example the Hispanic community had grown in Norwalk and now they were serving more Hispanic youth. Ms. Revolus said that she had had conversations with families that there had been different responses, e.g., a Black child vaping would get in more trouble than a white child doing the same thing. Mr. Walenczyk said that tomorrow there was a racial and ethnic disparity meeting, he said that since they'd been a service provider, they only saw the students that were referred.

Mr. Roberts said he thought it was wonderful, and that it was a plus being with Parks and Rec. He said that as a youth in Norwalk he found it helpful to be part of teams, and to get to know Mr. Keegan. He said this meant a lot to the youth, he said they need to build relationships with police for youth. Mr. Walenczyk said that he'd had preliminary conversations about getting kids into some of the private leagues, and that they were looking to philanthropy to mitigate cost barriers.

Ms. Smyth said this was a real coordinated effort to help kids who make a bad decision and need a little help. Coordinated effort and focus on restorative justice. She noted that keeping youth out of the juvenile justice system really kept them out of jail.

EXECUTIVE SESSION

****MR. KEEGAN MOVED TO GO INTO EXECUTIVE SESSION**

****MOTION PASSES UNANIMOUSLY.**

The meeting went into executive session at 8:15pm.

The meeting came out of executive session at 8:16pm, during which time there were no motions and no votes.

ADJOURNMENT

****MS. JOHNSON MOVED TO ADJOURN**

****MOTION PASSES UNANIMOUSLY.**

The meeting adjourned at 8:20pm

Respectfully submitted,
L. Grassilli
Telesco Secretarial Service



COMMUNITY SERVICES DEPARTMENT
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Chief of Community Services
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125 East Avenue, Room 202
Norwalk, CT 06856-5125

MEMO

TO: Chair Barbara Smyth and members of the Community Services & Personnel Committee
FROM: Lamond Daniels, Chief of Community Services
DATE: March 16, 2021
SUBJECT: Introduction of the Equity and Justice for All Commission Proposed Consultant: Led By Us & Associates

Background:

Norwalk is in a unique position to bring together public, private, philanthropic, and a broad range of community members & partners throughout the city to coordinate efforts to promote and develop a city-wide Equity and Justice for All strategy.

To facilitate this effort, Mayor Harry Rilling recommended an outside firm with expertise in creating strategies and structures focused on equity, inclusion, and social justice to manage and facilitate a process with a focus on engaging Norwalk's diverse community as key partners.

The broad two purposes of the Equity and Justice for All Commission are as follows:

1. Develop a Commission dedicated to promoting equal rights for all and recognizes the intersectionality between issues of race, identity, gender, socioeconomic status, religion, and background.
2. Assist city employees with reviewing, evaluating, and updating the 1993 Blue Ribbon Report on Race Relations and play a key leadership role in facilitating conversations to gather and experiences about human relation issues with community members and other stakeholders.

Further, the City of Norwalk seeks to fully understand the experiences and perspectives of its residents, to learn and apply best practices about strategies, policies, and activities to work deliberately and consistently to create a culture of inclusion that is free of any bias.

It is important to emphasize this work cannot be accomplished by the City of Norwalk alone. The City must and will work collaboratively and cooperatively with other public and private institutions, organizations, community and faith-based organizations, businesses, and individual community members to ensure its success.

The key deliverables have been outlined for this work:

1. Facilitate a community stakeholder analysis, to identify and recommend a list of residents and people from groups, institutions, and organizations that will comprise of the Equity and Justice for All Commission to develop the work plan;
2. Establish the infrastructure for the Equity and Justice for All Commission (EJAC) to include the development, planning, and implementation of an operational and conceptual framework;
3. Engage city leadership and selected departments in building equity into policies and citywide initiatives to enhance internal efforts to achieve equitable workforce and contracting practices in Norwalk city government;
4. Educate key leaders in government and commission members by creating a shared understanding and increased skill set to advance racial equity and justice; and
5. Facilitate a community engagement strategy to address police interaction and engagement in neighborhoods of color.

Request:

Through a competitive bidding process and seven-member selection panel made up of members from the Norwalk community, Led By Us & Associates was chosen to lead the Equity and Justice for All Commission. Led By Us & Associates is a consulting firm focused on responsible urban revitalization. They engage, inspire and equip community stakeholders with necessary tools, resources, and confidence to build, design, and execute. During the interview process, they demonstrated leadership and management capabilities, worked with municipal and government organizations, exhibited strategic partnering skills and the ability to work across functions with diverse communities to synthesize ideas and deliver outcomes.

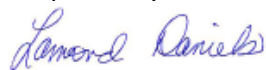
They have experience developing and executing DEI assessment, planning and implementation efforts including hands-on experience guiding cross-sector groups including community members through the planning, implementation, and successful completion of initiatives. They displayed the ability to use data to inspire action and drive outcomes across organizations and communicate progress across multiple cultures and generations. They exhibited understanding and sensitivity to, racial-ethnic complexities, religious, cultural backgrounds, diverse abilities, sexual orientation, and socioeconomic disparities in communities

As indicated in their RFP the team assembled brings a collective skill set and expertise to help Norwalk achieve the goals set forth.

COMMUNITY SERVICES & PERSONNEL COMMITTEE

Authorize the Mayor, Harry W. Rilling, to execute an Agreement with Led By Us & Associates for the Consultant for the Equity and Justice for All Commission for a total not to exceed \$XXX,XXX for one year.

Respectfully Submitted by,



Lamond Daniels, LCSW, MPA
Chief of Community Services

QE BUDGET JUSTIFICATION PAGE

***All totals in budget justification page are linked to the
ED114 budget form and will auto-calculate***

Municipality: Norwalk

July 1, 2019 to June 30, 2020

Line Items	NARRATIVE	
111A	NON-INSTRUCTIONAL	ANNUAL
	TOTALS	\$ -
111B	INSTRUCTIONAL	ANNUAL
	Educational Coaches (AOK) staff \$50/hr x45hrs/provider x1 provider	\$ 2,250.00
	TOTALS	\$ 2,250.00
200	PERSONNEL SERVICES / BENEFITS	ANNUAL
	TOTALS	\$ -
320	PROFESSIONAL EDUCATION SERVICES	ANNUAL
	TOTALS	\$ -
321	TUTORS (NON-PAYROLL SERVICES)	ANNUAL
	TOTALS	\$ -
322	IN-SERVICE (INSTRUCTIONAL PROGRAM IMPROVEMENT SERVICES)	ANNUAL
	Literacy How- coaching/workshops	\$ 10,000.00
	CES- Supporting the Needs of Diverse Learners 2 x \$750	\$ 1,500.00
	CES- Coaching 3 days \$3750	\$ 3,750.00
	CES- Supporting Math Learners 2 x \$750	\$ 1,500.00
	Challenging behavior/Social emotional coaching	\$ 5,000.00
	Diveristy training	\$ 1,500.00
	Literacy training	\$ 1,500.00
	TOTALS	\$ 24,750.00
323	PUPIL SERVICES (NON-PAYROLL SERVICES)	ANNUAL
	TOTALS	\$ -
324	FIELD TRIPS	ANNUAL
	Kith/Kin	\$ 1,000.00
	TOTALS	\$ 1,000.00
325	PARENT ACTIVITIES	ANNUAL

	TOTALS	\$ -
330	EMPLOYEE TRAINING AND DEVELOPMENT SERVICES	ANNUAL
	TOTALS	\$ -
340	OTHER PROFESSIONAL TECHNICAL SERVICES	ANNUAL
	TOTALS	\$ -
400	PURCHASED PROPERTY SERVICES	ANNUAL
	TOTALS	\$ -
500	OTHER PURCHASED SERVICES	ANNUAL
	All Our Kin: travel	\$ 120.00
	Tuition Reimbursement 7 x \$600	\$ 4,200.00
	TOTALS	\$ 4,320.00
600	SUPPLIES	ANNUAL
	All Our Kin: materials \$150/provider 1 provider	\$ 150.00
	Printing materials/materials for parents	\$ 80.00
	Materials for professional development events	\$ 2,000.00
	Materials for Kindergarten Transition	\$ 3,138.00
	TOTALS	\$ 5,368.00
700	PROPERTY	ANNUAL
	TOTALS	\$ -
	GRAND TOTAL	\$ 37,688.00

FISCAL YEAR 2020			
ED 114 BUDGET FORM			
GRANTEE NAME:	Norwalk		
GRANT TITLE:	School Readiness Quality Enhancement Grant	Grant Period:	7/1/2019 to 6/30/2020
Project Title	School Readiness Quality Enhancement	Total Award	\$ 37,688.00
Accounting Classification: Fund: 11000 SPID: 17097 PROG: 82079 CFI: 170018/170035			
CODES	DESCRIPTIONS	ANNUAL	
111a	Non-Instructional (Administrative/Supervisor Salaries/Clerical/Other)	\$ -	
111b	Instructional	\$ 2,250.00	
200	Benefits	\$ -	
320	Professional Education Services	\$ -	
321	Tutors	\$ -	
322	In-service	\$ 24,750.00	
323	Pupil Services	\$ -	
324	Field Trips	\$ 1,000.00	
325	Parent Activities	\$ -	
330	Employee Training and Development Services	\$ -	
340	Other Professional Technical Services	\$ -	
400	Purchased Property Services	\$ -	
500	Other Purchased Services	\$ 4,320.00	
600	Supplies	\$ 5,368.00	
700	Property	\$ -	
	TOTAL	\$ 37,688.00	
		Original Date:	Revised Date:

PROGRAM INFORMATION					
The name of the site(s) MUST match the name on the license (if applicable).					
Site/Sites	Address	Town	Zip	Contact Name	Phone
Carousel Preschool LLC	25 France Street	Norwalk	6851	Joyce Abate	203-247-6074
The Children's Playhouse Inc.	112 Bouton Street	Norwalk	6854	Rovitta Paul	203-855-9440
The Children's Playhouse, Too	31 West Ave	Norwalk	6854	Tasha Spaulding	203-855-0551
Growing Seeds Child Development Center	2 Trinity Place	Norwalk	6854	Stephanie Croswell	203-857-0708
L'il Critters Preschool	10 Lewis Street	Norwalk	6851	Gay Cavanagh	203-847-4220
Norwalk Public Schools					
*ELLI @ Fox Run	288 Fallow Street	Norwalk	6850	Cristina Matos	203-899-0606
*ELLI @ Naramake	16 King Street	Norwalk	6851	Cristina Matos	203-899-0606
*ELLI @ Wolfpit	1 Starlight	Norwalk	6851	Cristina Matos	203-899-0606
*ELLI @ Kendall	57 Fallow Street	Norwalk	6851	Cristina Matos	203-899-0606
*Norwalk Early Childhood Center	11 Allen Road	Norwalk	6851	Deborah Whitman	203-945-0320
Norwalk Community College Child Development Lab School	188 Richards Ave	Norwalk	6854	Nicole LaBar	203-857-3381
Catholic Charities Room to Grow Preschool	208 East Ave	Norwalk	6855	Nancy Owens	203-831-8200
Under One Roof The Marvin Children's Center	60 Gregory Blvd.	Norwalk	6855	Mary R. Windt	203-854-4650
Odyssey Learning Inc.	11 Ingalls Ave	Norwalk	6855	Monisha Gibson	475-215-6100
Stepping Stones Early Learning Lab School	303 West Ave	Norwalk	6852	Cristina Matos	203-899-0606

SPACE PROPOSAL

Identify the number for each type of space, start date and cost. List totals for agencies with multiple sites, then list each					
Site	Start Date*	# FD/FY Spaces	Total FD/FY Cost	# SD/SY Spaces	Total SD/SY Cost
Carousel Preschool LLC	Jan-98	40	\$356,960.00	0	\$ -
The Children's Playhouse Inc.	Jul-98	35	\$312,340.00	0	\$ -
The Children's Playhouse, Too	Apr-08	31	\$276,644.00	0	\$ -
Growing Seeds Child Development Center	Aug-08	30	\$267,720.00	0	\$ -
L'il Critters Preschool	Aug-08	42	\$374,808.00	0	
Norwalk Public Schools					
*ELLI @ Wolfpit	Sep-1	0	\$0.00	20	\$120,000.00
*ELLI @ Fox Run	Nov-14	0	\$ -	20	\$120,000.00
*ELLI @ Naramake	Sep-16	0	\$ -	18	\$108,000.00
*ELLI @ Kendall	Sep-16	0	\$ -	18	\$108,000.00
*Norwalk Early Childhood Center	Sep-18	0	\$ -	20	\$120,000.00
School	Jun-08	0	\$ -	20	\$120,000.00
Catholic Charities Room to Grow Preschool	Jan-99	132	\$1,177,968.00	0	\$ -
Stepping Stones Early Learning Lab School	Jul-18	15	\$133,860.00	0	\$ -
Under One Roof/The Marvin Children's Center	Nov-98	40	\$356,960.00	0	\$ -
Odyssey Learning Inc,	Jul-16	155	\$1,383,220.00	0	\$ -
TOTALS		520	\$4,640,480.00	116	\$696,000.00

*Start Date refers to the date the site first received School Readiness funds.

**Priority School Readiness only

site. The name of the site(s) MUST match the name on the license (if applicable).

# PD/PY Spaces	Total PD/PY Cost	# ED/EY Spaces**	Cost**	Total # Spaces	Total Cost
0	\$ -	0	\$ -	40	\$356,960.00
0	\$ -	0	\$ -	35	\$312,340.00
0	\$ -	0	\$ -	31	\$276,644.00
0	\$ -	0	\$ -	30	\$267,720.00
0	\$ -	0	\$ -	42	\$374,808.00
0	0	0	0	0	\$120,000.00
0	\$ -	0	\$ -	20	\$120,000.00
0	\$ -	0	\$ -	18	\$108,000.00
0	\$ -	0	\$ -	18	\$108,000.00
0	\$ -	0	\$ -	20	\$120,000.00
0	\$ -	0	\$ -	20	\$120,000.00
0	\$ -	0	\$ -	132	\$1,177,968.00
0	\$ -	0	\$ -	15	\$133,860.00
0	\$ -	0	\$ -	40	\$356,960.00
0	\$ -	0	\$ -	155	\$1,383,220.00
0	\$ -	0	\$ -	636	\$5,336,480.00

City of Norwalk

Job Code:

Title: Communications Manager

Ordinance

Department: Mayor's Office

Date:

Position Definition: Plans, develops, and implements the City of Norwalk's communications strategy and serves as key decision maker for disseminating information on behalf of the City of Norwalk. Ensures all citywide communications are strategically positioned, consistent, accurate, and represent the goals and objectives of the City of Norwalk.

General Duties: Acts as public information officer for both the Mayor's Office and for the City, including writing and distributing press releases and public information announcements. Develops, implements, and manages short and long-range strategic communications plans to clearly and effectively inform the public of the City of Norwalk's goals and priorities. Leads innovative and creative messaging and communications efforts to promote the goals of the City of Norwalk to a diverse audience and multiple constituencies. Collaborates with the Mayor and City's Senior Management Team to identify internal and external communications opportunities and provides appropriate strategies and materials to support staff. Provides direction and guidance to City employees regarding all external communications. Manages and oversees all communications efforts and outreach, including media relations, social media, digital marketing, annual reports, and newsletters. Manages crisis communications and emergency communications and determines appropriate responses in partnership with Emergency Management Department and Norwalk First Responders. Ensures all communications are accurate, effective, and consistent with the overall goals and objectives of the City of Norwalk. Manages and supports transparent internal communications efforts to ensure staff are informed of changing policies, procedures and the overall goals and objectives of the City of Norwalk. Utilizes analytics, Key Performance Indicators, and data to measure success and inform future strategies.

Additional Duties: Actively engages, cultivates and manages local and regional media relationships. Assists in the development of cohesive City brand and guides and supports implementation of City brand to ensure it is used consistently and appropriately. Manages department budget. Provides media training to relevant City personnel.

Supervised By: Works under supervision of the Mayor's Office in cooperation with City Department Heads

Minimum Qualifications: Bachelor's degree in public relations, public administration, political science, mass communications, journalism, or similar discipline and five years of professional experience in public relations and/or communications. On-the-record spokesperson experience is preferred.

Required Knowledge, Skills and Abilities: Ability to create and implement various communications strategies. Ability to communicate in public forums and mass media, both orally and in writing. Ability to influence and engage direct and indirect reports and peers. Ability to plan, organize and complete complex assignments within given deadlines. Knowledge of brand strategy and campaign development. Ability to edit and proofread. Knowledge of AP style guidelines. Ability to integrate communications strategies and effectively reach and engage intended audiences. Ability to develop and maintain strong relationships with members of the media and the community. Knowledge of social media platforms and emerging technologies, and ability to guide effective use of these platforms. Ability to manage multiple projects simultaneously under tight deadlines. Ability to coordinate and oversee projects across City departments. Ability to make presentations before small and large groups. Fluency in Spanish language skills is preferred.

License or Certification: Not applicable.

Note: The above is illustrative of tasks and responsibilities. It is not meant to be all-inclusive of every task and responsibility.