 Recruitment Services Provided by  
Ralph Andersen & Associates



# City of Watsonville

*invites your interest in the position of*

## City Manager



# A Unique Opportunity

The City of Watsonville is seeking a dynamic and accomplished executive to become its new City Manager. The City Council is looking for a candidate who would be a good fit for the community, a strong leader for City staff, and a successful partner with City Council. This top professional is expected to have strong leadership skills, effective interpersonal and communication skills, and a strong passion for public service. The selected City Manager will also need to have an inclusive management style combined with a hands-on approach to day-to-day operations. Additionally, a thorough understanding of community development, economic development, and finance is of high importance to the City Council.

The ideal candidate will be a strategic visionary with an innovative mindset who can take a creative approach to solving problems and managing the long-term goals of the City. The incoming City Manager will be willing to make a long-term, professional, and personal commitment to the community.

# The Community

Watsonville, California is located in beautiful Santa Cruz County, five miles inland from the scenic Monterey Bay. The City has a total population of 52,500 and a land area of nearly 6.2 square miles. The community is located just 26 miles from world famous Monterey and only 18 miles south of Santa Cruz. Watsonville's location is topped only by its ideal climate and rustic, small-town charm of a close-knit community.

Watsonville and the Pajaro Valley boast pristine beaches and a Mediterranean climate. Miles of trails surround the wetlands of Watsonville. Adjacent to Watsonville, the Elkhorn Slough National Estuarine Reserve is one of California's last undisturbed coastal wetlands and provides numerous opportunities for spectacular year-round hiking and bird watching. Within Watsonville, the City Parks and Community Services Department operates 28 beautiful and well-maintained parks on 184 acres, utilized for both active recreational and leisure activities.

Watsonville has a long tradition as an agricultural center. In the late 1800s, the area harvested staple crops such as wheat and sugar beets. In 1868, Martinelli's Sparkling Apple Cider was founded and led the change for Watsonville to become a major food processing center. Agriculture has remained at the heart of the Pajaro Valley through today, boasting agricultural businesses such as Driscoll's and Martinelli's, which are known throughout the world.

Over the last several years, several light manufacturing firms have expanded Watsonville's economic base to include electronics, high-tech, marine supplies, and construction. Economic conditions in Watsonville are heavily influenced by agriculture. Watsonville is a proving ground for entrepreneurs and businesses from all types of industries and emerging technologies. Its central location, nestled between the Monterey Bay and the Santa Cruz Mountains, offers growing companies quick and easy highway access. Watsonville is also served by several nearby institutions of higher learning, including the University of California, Santa Cruz; California State University, Monterey Bay; and Cabrillo Community College. The heart of Watsonville is its Historic Downtown. It hosts an eclectic mix of old and new, where burgeoning local shop owners and national retailers share charming sidewalks, pocket parks, and historic facades. Downtown Watsonville is also home to a number of historic houses and commercial buildings designed by the famous Victorian Era architect, William Weeks. The larger buildings lining Main Street, constructed in the late 1800's and early 1900's, give downtown a traditional "Main Street USA" character.

To learn more about this dynamic city, visit the City of Watsonville's website at [www.watsonville.gov/](http://www.watsonville.gov/).

# Watsonville - Community Profile

DATA: 2020

## Amenities



26 parks  
143 acres



16 playgrounds



8 tennis courts  
15 basketball &  
volleyball courts



1 skate park &  
1 pump track



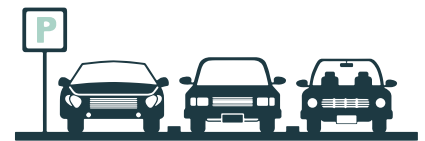
800 acres of  
freshwater  
wetland



Sunset State Beach, Palm Beach  
State Park, Manresa Beach



7 miles of trails with  
29 trail entrances



10 municipal  
parking lots

## The Organization

The City of Watsonville was incorporated in 1868 and operates under a locally approved City Charter. The Charter, first adopted in 1908, established a Council Manager form of government.

The City Council appoints three positions: the City Manager, City Attorney, and City Clerk. The City Manager serves as the chief executive officer of the City and is responsible to the Council for the proper administration of all City affairs and the implementation of all policies established by the City Council. All department heads are appointed by the City Manager.

The City Council is elected on a non-partisan basis from seven electoral districts to four-year terms. Selections are staggered with four Council Members elected during one election and three Council Members elected in the following election two years later. The Mayor and Mayor Pro Tempore positions are rotated annually by Council District pursuant to a recently adopted Charter amendment. Council elections are held in even years in conjunction with State-wide general elections.



# The Organization *continued*

Watsonville is an engaged community with active public participation from all segments of the City. The City Council is served by several resident advisory bodies, including the Planning Commission, Personnel Commission, Parks and Recreation Commission, and Library Board of Trustees.

Watsonville is a full-service city, providing public safety, public works, parks and community services, library, and planning services. The City also has several enterprise operations, including a municipal airport, solid waste, water, and wastewater. The City employs approximately 432 full-time equivalent positions and adopted a FY 2023/24 budget of \$248.8 million.

To view the City's organization chart, click [here](#).

# The Ideal Candidate



The City Council is seeking a strategic and experienced manager to employ a team approach to proactively address issues that impact the community. The new City Manager will also embrace the culture of the organization and continue to promote the values held by the community for responsive and efficient delivery of services. Approachability, attention to detail, patience, responsiveness, and follow-through are absolutely key to success in this community.



The City Manager will need to effectively develop and propose initiatives and creative solutions for the City Council's consideration and adoption. The City Council desires a manager who enjoys working in the public sector and appreciates contributions from all sources within the organization as well as the engaged community. Additionally, the City Manager will be expected to foster an open dialogue and strong lines of communication with staff and City Council. Having a City Manager who is respectful, collaborative, inclusive, and professional is also very important to the City Council. The City Manager should have unquestioned personal integrity, honesty, and strong ethics.



The ideal candidate will also possess the following characteristics:

- ◆ Genuine concern and appreciation for preserving the quality of life presently enjoyed by residents of Watsonville;
- ◆ Results-driven approach to municipal finance, community development, and all aspects of municipal service delivery;
- ◆ Appreciation for exceptional customer service, effective and efficient operations, transparency, service delivery that exceeds community expectations, and overall community access;
- ◆ Open and accessible style that promotes candid discussions among Staff, Council, and Commissions and encourages the review of options and alternatives for the City Council's consideration;



# The Ideal Candidate *continued*



- ◆ Ability to provide leadership to both the City Council and staff with the ability to set goals and objectives, motivate others, and contribute effectively to their timely achievement and successful performance; and
- ◆ Have unquestioned personal integrity, honesty, and impeccable ethics paired with excellent communication skills.

The new City Manager will provide strong leadership and be primarily involved in:

- ◆ Focusing on identifying economic development opportunities including overseeing the implementation of the Downtown Specific Plan;
- ◆ Exhibiting creativity in addressing housing and affordable housing issues including homelessness, ongoing infrastructure needs, public safety, and overall enhancements through effective planning and community development;
- ◆ Providing a collaborative approach with the City Council, department directors, and staff fostering an open dialogue;
- ◆ Involvement in civic, business, community-wide social gatherings, and inter-governmental activities on a local and regional basis;
- ◆ Decision-making that is committed to organizational effectiveness, fiscal accountability, and continuous improvement of a municipal organization; and
- ◆ Being comfortable in an environment that constantly strives for high quality work product, strategic planning, financial acumen, exceptional customer service, and timely responses to public inquiries.

# Experience and Education

**Experience:** Candidates should demonstrate successful performance and advancement through progressively responsible experience in administrative, managerial, and/or staff positions. Experience working with an engaged elected body and community is strongly desired. The minimum qualifications include at least one (1) year of experience as a City Manager or three (3) years of experience as an Assistant City Manager or equivalent in a city of comparable size.

**Education:** Ideally, candidates will have a Master's degree or other advanced degree from an accredited college or university with major course work in planning, public or business administration, or a closely related field. Candidates are required to possess a Bachelor's degree with major coursework in public or business administration, public policy, finance, or a related field.





# Compensation

The City Council is prepared to offer a highly competitive salary for the region consistent with recent practices; salary appointment will be made depending on qualifications and experience of the selected candidate. The City offers an excellent benefits package including:

- ◆ Retirement: The city participates in the California Public Employees' Retirement System (CalPERS) under a 2% @ 60 formula for Classic Members (employee pays 7%). A 2% @ 62 formula applies to New/PEPRA Members (employee pays 6.25%). City Management Employees also participate in Social Security at 7.65%.
- ◆ Deferred Compensation Contribution: Negotiable.
- ◆ Medical/Dental/Vision Insurance: The City offers generous medical, vision, and dental benefits.
- ◆ Life Insurance: City provides \$50,000 coverage.
- ◆ Vacation: Vacation accrual of up to 22 days per year dependent upon length of service.
- ◆ Holidays: 14 total paid holidays per year (includes 1 floating holiday).
- ◆ Sick Leave: 15 sick leave days per year.
- ◆ Administrative Leave: Up to 15 days of administrative leave per year.
- ◆ Tuition Reimbursement: \$1,000 per year
- ◆ Bilingual Pay: \$75 or \$250/month dependent upon Bilingual level.

A mutually agreeable employment agreement will be negotiated and may include relocation assistance for the selected candidate.

Further details can be obtained through discussions with Ralph Andersen & Associates.

# To Be Considered

Interested candidates should **apply immediately** by submitting a compelling cover letter, comprehensive resume, and five professional references via email to [apply@ralphandersen.com](mailto:apply@ralphandersen.com).

This is a confidential recruitment and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references will not be contacted until mutual interest has been established.

Confidential inquiries are welcomed and should be directed to Fred Wilson, Ralph Andersen & Associates, at (916) 630-4900.

*The City of Watsonville is an equal opportunity employer.  
The City values diversity and encourages all qualified  
candidates to apply for consideration.*



[www.watsonville.gov](http://www.watsonville.gov)