

Mayor
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Dillingham City Council
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MEMORANDUM

Date: June 4, 2024
To: City Council
From: Acting City Manager
Subject: City Manager Recruitment Plan

City Manager Recruitment Plan

Objective: To reach a diverse pool of highly qualified candidates by utilizing multiple advertising channels and outreach strategies.

1. Advertising and Outreach (Weeks 1-26)

1.1 Job Boards and Professional Networks:

- **International City/County Management Association (ICMA):**
 - Post the job on ICMA's job board to reach professionals in municipal management.
 - Utilize ICMA's network for sharing the job posting through newsletters and forums.
- **National League of Cities (NLC):**
 - Advertise on the NLC's career center to connect with experienced city management professionals.
 - Promote the job through NLC's social media channels and newsletters.
- **Alaska Municipal League (AML):**
 - Utilize the AML's job board to target candidates familiar with Alaskan municipal operations.
 - Send the job posting through AML's member email list.

- **Government Jobs (GovernmentJobs.com):**
 - Post on a widely used platform for government positions to attract a broad audience.
 - Enhance the job posting with premium features to increase visibility.
- **LinkedIn:**
 - Create a job posting on LinkedIn to reach a broad audience of professionals.
 - Utilize LinkedIn's job promotion features and professional groups for wider dissemination.
 - Share the job posting through the City of Dillingham's LinkedIn page and encourage staff to share within their networks.

1.2 Print and Online Advertising:

- **Local Newspapers:**
 - **The Bristol Bay Times:** Place advertisements in a well-read local paper to reach regional candidates.
 - **Anchorage Daily News:** Utilize Alaska's largest newspaper to target candidates within the state.
- **National Newspapers and Online Platforms:**
 - **The New York Times:** Place a job advertisement in the national section to attract candidates from across the country.
 - **Indeed.com:** Post the job on Indeed, using sponsored listings to increase visibility.
 - **Monster.com:** Utilize Monster's platform to reach a broad range of job seekers with advanced search capabilities.

1.3 Social Media Outreach:

- **City of Dillingham's Social Media Channels:**
 - Post the job announcement on the city's Facebook, Twitter, and Instagram pages.
 - Use paid promotions on social media platforms to reach a larger audience.
- **Professional Groups and Forums:**
 - Share the job posting in relevant LinkedIn groups, Facebook groups, and professional forums related to municipal management.

1.4 Direct Outreach:

- **Professional Associations:**
 - Contact professional associations related to city management and public administration to share the job posting with their members.
 - Utilize networks such as the American Society for Public Administration (ASPA) and the Urban and Regional Information Systems Association (URISA).
- **Educational Institutions:**
 - Reach out to universities with strong public administration and city management programs to share the job posting with recent graduates and alumni networks.
 - Target institutions such as the University of Alaska Anchorage, University of Southern California, and Harvard Kennedy School.

1.5 Community Outreach:

- **Local Community Boards and Organizations:**
 - Share the job posting with local community boards and organizations within Dillingham to ensure widespread awareness.

1.6 Monitoring and Adjusting:

- **Track and Analyze Applications:**
 - Use a contractor to track and analyze applications.
- **Adjust Strategies:**
 - Based on initial response rates, adjust advertising strategies and outreach efforts to maximize reach and attract a diverse pool of candidates.

By implementing this comprehensive advertising and outreach plan, the City of Dillingham aims to attract a highly qualified and diverse pool of candidates for the City Manager position.