



CITY MANAGER

City of Manzanita, Oregon

\$130,000–\$170,000 plus excellent benefits



SCENIC BEACHES & PARKS
OUTDOOR RECREATION
CHARMING DOWNTOWN
WELCOMING COMMUNITY
SAFE & PICTURESQUE

THE COMMUNITY

The City of Manzanita (population 657) is a charming city in Tillamook County, located on the northern Oregon Coast and tucked between Neahkahnie Mountain and Nehalem Bay. The community is made up of a unique blend of full-time residents, second homeowners, and visitors. The City offers scenic views and ample natural recreation, close proximity to regional attractions, and easy access to urban amenities in Portland via Highway 101.

Manzanita was incorporated in 1946 but has been a coastal getaway since the early 1900s. Its name was inspired by the native “little apple” shrubs that grow along the Oregon Coast, and the Nehalem Valley Historical Society preserves the community’s rich history through over 2,000 artifacts that document the region’s growth. Today, the City’s local economy continues to be largely driven by tourism and Transient Lodging Tax revenue plays a vital role in supporting essential City services. The hospitality industry is central to the City’s economic health and adds to Manzanita’s vibrancy and character.

The City of Manzanita seamlessly blends small town convenience with natural beauty. Boasting seven miles of idyllic beaches, curated selection of local shops and eateries, and a local government positioned to move forward with clarity, Manzanita is the epitome of modern Oregon coastal living.

THE ORGANIZATION

The City of Manzanita is governed under a Council-Manager form of government with a Mayor and four Councilors. The Mayor serves a two-year term and the Councilors serve staggered, four-year terms. The City Council exercises policy-making authority, adopts the City’s budget, appoints the committees, and the City Manager. The City Manager, appointed by a majority of the Council is responsible for managing the day-to-day operations of the City and appoints, supervises, and removes all employees of the City.

The City of Manzanita is comprised of four departments including Administration, Development Services, Public Safety, and Public Works. The City provides police, parks, water utility, street maintenance, storm drainage maintenance, land use planning, building inspection, municipal court, and administration services; and regional agencies provide fire protection and wastewater services. The City operates with a regular staff of 18 full-time equivalent employees, and its 2026–2027 budget is approximately \$16.5 million with \$285,000 in capital outlay and \$9.5 million in reserves.



POPULATION: 657

2026-27 BUDGET:
\$16.5 million

CITY FTE: 18

CITY DEPARTMENTS:

- **Administration**
 - » Accounting & Finance
 - » City Recorder
 - » Human Resources
 - » Visitor Center
 - » Short Term Rentals
- **Development Services**
 - » Building Permits
 - » Inspection Services
 - » Planning & Land Use
- **Public Works**
 - » Water Utility
 - » Roads
 - » Parks
 - » Stormwater
 - » Tourism Facilities
- **Public Safety**
 - » Patrol
 - » Code Enforcement

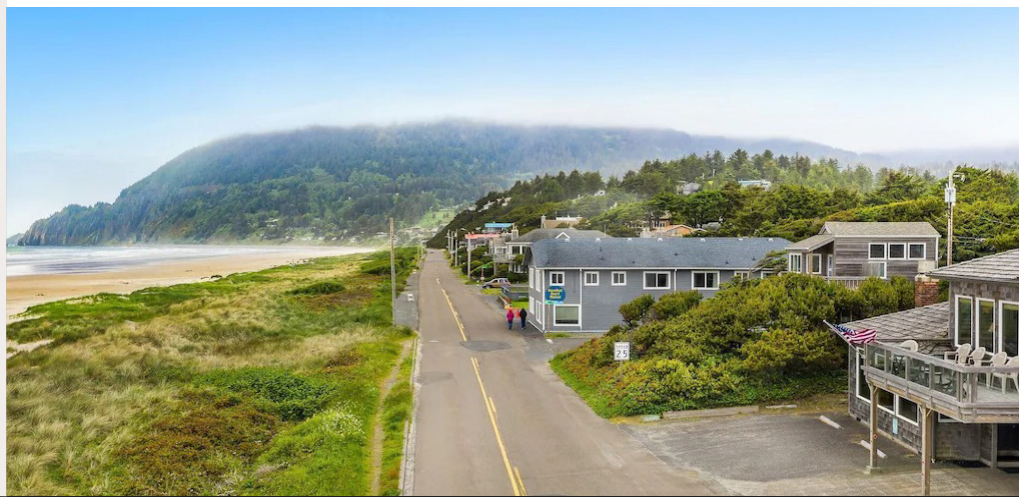
BENEFITS INCLUDE:

- Medical, Dental, Vision, & Ortho
- PERS Retirement
- Deferred Compensation
- Life Insurance
- Disability Insurance
- Paid Leave Oregon Employee Portion



THE POSITION

Under the direction and supervision of the City Council, the City Manager serves as the chief administrative officer of the City government and is responsible for implementing the policies enacted by the Council. The City Manager has general supervision, direction and control over all employees of the City and of the work of all City departments. The City Manager assumes full leadership and accountability for all City operations, hiring of key personnel, provides leadership and expert guidance, spearheads long-term planning efforts, and serves as the primary liaison between the policy-making and operational functions of the City.





THE IDEAL CANDIDATE

The ideal candidate possesses and has demonstrated the following attributes:

- **Strong leadership and management abilities**, to offer skilled forward-thinking, collaborative, visible, and well-rounded leadership to effectively serve a dynamic multi-faceted city. An ability to provide strategic leadership with excellent attention to detail, that is inspiring, personable, and knowledgeable. An individual who demonstrates integrity, empathy, and a commitment to neutrality and public service. An ability to maintain organizational stability, oversee and ensure quality delivery of services from all departments, support effective project planning and implementation, balance competing priorities, and develop a shared organizational vision and culture is essential. Leads by example, maintaining responsiveness with an open-door policy and fostering respect and professionalism in relationships with staff, City Council, and the community. Employs excellent interpersonal communication, relationship development, and team-building skills are critical. Project management and comprehensive plan experience to facilitate implementation of a variety of complex, high priority capital projects and City initiatives in coordination with staff and consultant support. Upholds a commitment to continuous learning and professional development opportunities as practicable. Possesses demonstrated success in maintaining organizational stability, retaining, developing, and empowering key personnel, strengthening workplace culture, and creating clear accountability and communication systems within small municipal organizations is highly desirable.
- **Thorough understanding of City government roles** in the Council-Manager form of government and the proper roles of bodies and individuals within such governments. Ability to help ensure the City Council, staff, and advisory bodies operate effectively with each other and within their legally defined roles.
- **Ability to support effective Council relations**, fostering a collaborative, professional, and accessible relationship with the City Council to support its role as the policy-making body. Skills and knowledge to effectively transition from planning to implementation, ensuring that Council priorities are translated into measurable outcomes, completed projects, and timely delivery of services within available resources. Support to maintain a clear distinction between policy-making and administrative functions in alignment within the Council-Manager form of government. Commitment to maintain awareness of the City's operational and legal obligations to facilitate regulatory compliance and informed, impartial decision-making processes. Experience to work successfully with both new and seasoned elected officials, with a capacity to facilitate consensus among individuals with a variety of viewpoints is vital. The ability to foster an environment that supports Council collaboration, goal-setting, and effective navigation of complex civic issues, including onboarding of new Council members, is highly valued.

THE IDEAL CANDIDATE (CONT.)

- **Highly developed communications skills**, to effectively message the City's priorities and actions, and build consensus as a highly visible leader in the community. A dedication to excellent, consistent, and transparent communication to engage and collaborate with diverse City audiences and stakeholders such as community members, City Council, staff, citizen commissions and advisory committees, partner government agencies, community groups, nonprofits, and businesses. Demonstrates empathy, active listening, honesty, respect, and neutrality when communicating with all individuals or groups. Ability to facilitate and encourage respectful two-way discussions about complex policy issues, especially involving passionate stakeholders. Communication, both verbally and written, should be offered with clarity, substance, and brevity to promote effective information sharing and engagement. Knowledge of and adherence to record keeping and public meeting law.

- **Strong community engagement commitment and aptitude**, to proactively inform and involve community members in City activities and decisions that may impact them. Experience and thoughtful approaches to build authentic, long-term relationships with the community that maintain, strengthen, and expand the City's community engagement and information sharing. An ability to develop sustainable outreach strategies that are proactive, promote transparency, balance different views and interests, and constructively address misinformation when needed. A willingness and appreciation of personal and 1-1 communication to build trust, resolve conflict,



effectively engage diverse community members, including senior and retired residents, and to help build consensus and shared vision. Excellent conflict resolution skills and the ability to maintain professionalism, transparency, and civility when engaging with highly engaged community members holding differing viewpoints. A recognition of the value of Manzanita's engaged and invested community and have experience harnessing volunteer talent and community involvement to help advance City priorities.

- **Excellent public finance skills** to effectively support City needs by planning for long-term organizational sustainability, pursuing revenue diversification, and ensuring the ability to provide high quality City services while maintaining the City's responsible fiscal approach. Municipal finance proficiency to support responsible and strategic fiscal management, integrated with City goals, and utilizing a broad spectrum of financing approaches to support priorities is important. Experience with Oregon budget law and requirements as well as management of transient lodging taxes (TLTs) and short-term rental (STR) management and other issues related to growing communities is helpful. Skills to support effective forecasting and planning to help the City identify and prepare for long-term growth needs for water, wastewater, and stormwater systems.



THE IDEAL CANDIDATE (CONT.)



- **Public works familiarity** to support public works management and capital project planning to advance City priorities and strengthen the Department's capacity to provide effective operations, maintenance, and projects regarding water, sewer, and streets infrastructure. Skills to support planning, negotiation, and financing for large, complex capital projects, particularly related to water and multijurisdictional efforts. Familiarity with strategic street asset maintenance funding and approaches as well as parking policy including the ability to provide effective communications on policy goals with short- and long-term potential impacts. Experience enhancing or maintaining walkability and small town feel while facilitating healthy growth and a high volume of seasonal visitor traffic.

- **Knowledge of growth management and economic development**, to support healthy community growth, economic development, and tourism management, with a limited property tax base, by building consensus and effectively balancing the needs of visitors and residents. Skills to effectively engage with and address local businesses needs while upholding City interests to maintain and enhance the variety of high-quality, attractive, and accessible economic opportunities and amenities for residents and visitors are important. Familiarity with City planning and Oregon coastal land use law is highly valued.

- **Comprehensive understanding of housing policies**, to support and implement effective planning and policymaking related to housing development, housing codes, and long-term community housing needs in coordination with City staff and the Planning Commission. Familiarity with effective approaches, policies, and State legislation related to maintaining and expanding a healthy housing supply that includes workforce housing, family housing, attainable housing opportunities, and affordable housing. An ability to effectively balance housing initiatives with infrastructure capacity, environmental considerations, fiscal sustainability, and preservation of community character. Experience managing housing policy in a small, coastal, environmentally sensitive, or tourism-influenced community is desired.

- **Experience and the ability to thoughtfully manage short-term rental management policy**, to support the development, implementation, and administration of short-term rental policies that balance property owner interests, neighborhood livability, tourism impacts, and community needs. An understanding of the operational, financial, enforcement, and policy considerations associated with short-term rentals and ability to provide objective analysis and recommendations to the City Council. Experience working with residents, business interests, and other stakeholders to address short-term rental issues in a small coastal or destination community. Understanding the role that short-term rentals play in generating Transient Lodging Tax revenue, and the fiscal implications of policy decisions related to short-term rentals, is important to supporting the City's long-term financial sustainability and service levels.



THE IDEAL CANDIDATE (CONT.)

- **Excellent workforce planning and development experience** to maintain, attract, retain, and enhance a professional City workforce within fiscally responsible parameters. A commitment to programs and approaches that facilitate staff success, such as effective employee onboarding, cross training, and professional development, is essential. An ability to model and facilitate a positive, team-oriented, collaborative, responsive, and efficient workplace environment. Skills to develop and implement workplace policies and other accountability measures to ensure clarity of roles, responsibilities, and expectations to promote an effective, fair, and high performing workplace environment. Ability to plan for current and future workforce needs by attracting and developing talented professionals through recruitments and proactive succession planning.

- **Effective intergovernmental relations capabilities**, including being a confident, strategic, and capable advocate who can build strong working relationships and agreements while effectively representing Manzanita's interests within regional and intergovernmental contexts. An aptitude for working collaboratively with other jurisdictions to identify and pursue mutually beneficial projects and policy development opportunities while enhancing

and expanding strong working relationships with neighboring communities and intergovernmental partners including the County and State is important. Proven planning and communication skills with a record of achieving tangible positive results in multi-agency forums with competing interests is attractive. A demonstrated record of successfully pursuing grants, legislative funding opportunities, and strategic partnerships to advance community priorities.

- **A commitment to advance local and regional emergency preparedness as well as climate resilience**, including valuing and possessing relevant knowledge or experience to work in coordination with a variety of agencies to plan disaster, emergency, and public safety needs. Ability to proactively address emergency preparedness through inter-agency planning frameworks, support of community preparedness efforts, and infrastructure improvements when possible. Proactive communication of information to community members, visitors, and other audiences regarding tsunami, earthquake, wildfire and other emergency preparedness plans and resources. Experience integrating emergency preparedness considerations into land use planning, infrastructure investment, capital planning, communications, and community development efforts.



- **Appreciation for Manzanita**, as a high-profile leader, embracing Manzanita's close-knit, vibrant, small-town atmosphere and respecting the dynamics of a small, eclectic, active, and welcoming city. A leadership style that celebrates the benefits and importance of engaging with the community and nurturing its strong volunteer spirit is essential. A personal appreciation of and commitment to help maintain Manzanita's unique character, beautiful and sensitive environment, and small-town community spirit.



POLICY PRIORITIES

The City Manager will be expected to support, facilitate, and/or implement the following policy priorities for the City:

Comprehensive Plan Completion and Implementation

The City of Manzanita has undertaken a number of major efforts to plan for and invest in the City’s future, including development of a City comprehensive plan that will be completed this year. Excellent, forward-thinking, and strategic planning skills will be expected from the next City Manager to oversee the completion of the plan, build shared vision, and begin financing and planning for implementation. Skills to effectively communicate priorities and opportunities, support responsible and innovative financing, and oversee high-quality and on-time implementation outcomes is essential.



Revenue Diversification

Similar to other Oregon communities, the City of Manzanita struggles to meet rising demands for service due to low property tax rates, as well as limited new development opportunities and a high number of second homes. Due to its desirability as a vacation destination, the City has historically maintained healthy support from Transient Lodging Taxes (TLTs) as well as permitting for Short Term Rentals (STRs) which have historically contributed up to 50% of the City’s general fund revenues. To ensure ongoing fiscal sustainability, the City is actively seeking and implementing measures to increase the diversity and resilience of City revenues. This includes but is not limited to evaluating the long-term appropriate volume and associated rates for STRs, evaluation of potential revenue measures, which may include a prepared food and beverage tax, parking-related revenues, adjustments to STR-related fees, and other options. The next manager will be expected to support planning and efforts to evaluate these opportunities and implement these strategic, long-term policy approaches and plans for ongoing financial health.

Water System Reliability and Long-Term Capacity

The next City Manager will be expected to work closely with Council, staff, regional partners, and consultants to identify and implement sustainable solutions that protect water reliability and quality while maintaining fiscal responsibility.

POLICY PRIORITIES (CONT.)

Housing Policy & Development

The City of Manzanita has taken meaningful steps to enhance local housing supply and management while maintaining the City's unique character. Recently, the City adopted Manzanita-specific middle housing regulations to comply with State requirements and support local housing objectives. Additionally, the completion of a 60-unit affordable housing complex is underway and will require oversight and support in final development stages, including thoughtful efforts to integrate and welcome new residents. Understanding, implementing, and managing the impacts of these new regulations on housing development, community growth, infrastructure capacity, and neighborhood character will be an important responsibility of the next City Manager.

Asset Management

One of the challenges Manzanita faces is identifying, inventorying, maintaining, and planning for the City's infrastructure and equipment. As they grow and change, it is important to understand what assets they have, their condition, and their replacement needs in order to support long-term planning and make the best use of limited public resources. In a small rural City, effective asset management is essential to balancing community needs, financial constraints, service expectations, and long-term sustainability.



Emergency Preparedness

Due to its coastal location and exposure to natural hazards including earthquakes, tsunamis, and severe weather events, the City of Manzanita has prioritized emergency preparedness and community resilience. Through strategic planning, regional collaboration, and investment in preparedness initiatives, the City has established itself as a leader in emergency preparedness among small coastal communities. The City works closely with the Emergency Volunteer Corps of Nehalem Bay (EVCNB), a regional nonprofit partner, to support community preparedness, communication, volunteer coordination, and resilience initiatives. The next City Manager will be expected to continue advancing these efforts by working collaboratively with staff, regional partners, emergency management agencies, and community organizations to strengthen preparedness, response, and recovery capabilities. Key priorities include supporting public communication and education, integrating resilience considerations into City planning and infrastructure decisions, and ensuring effective implementation of preparedness initiatives. Recent collaborative efforts have resulted in the City receiving a Type 3 Resilience Hub package from the Oregon Office of Resilience and Emergency Management. This significant investment will require thoughtful planning related to deployment, maintenance, community integration, and long-term operational readiness.

EDUCATION, CERTIFICATIONS, & EXPERIENCE

A bachelor's degree in public administration, planning, political science, or a related field, and at least three years of upper-level local government management experience is required.

An advanced degree in public administration or related field, and at least five years of experience in City Management is preferred. Membership with relevant professional organizations such as ICMA, experience working in the Council-Manager form of government, as well as familiarity with the unique aspects of coastal, small, and/or prominent vacation destination municipalities is attractive.

Satisfactory and equivalent combination of education and experience that demonstrates knowledge, skills, and ability to perform the described duties of the position may be considered.



RECRUITMENT PROCESS

Applications Due:

July 22, 2026

Preliminary Online Video Interviews:

Week of July 27, 2026

Finalist Interviews & Selection:

Week of August 24, 2026

*The City of Manzanita is an
Equal Opportunity Employer.*

For additional details, application materials, and instructions on how to apply, please visit

www.jensenstrategies.com/recruitment/manzanitacitymanager

Questions may be directed to:

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