



City of Portland City Manager Search Subcommittee Meeting

Thursday, June 2, 2022 at 8:00 AM Via Zoom

To submit written public comment on an agenda item, email citymanager@portlandmaine.gov. Submissions must be received by 12:00 pm the day before the committee/board name meeting to guarantee their inclusion in the agenda packet. All submissions must include the commenter's name and legal address. To help ensure your comment is submitted for the correct item, please include the name of the agenda item (see below).

REMOTE ACCESS INFORMATION:

The City Manager Search Subcommittee will conduct this meeting remotely via Zoom pursuant to the Remote Meeting Policy adopted by the Portland City Council. Allow your computer to install the free Zoom app to get the best meeting experience. If you are not able to attend live either in person or via Zoom, a recording will be available in the [Agenda Center](#) following the meeting.

For public comment via Zoom, you will need to use the "raise your hand" feature. To raise your hand via the telephone, please hit *9. You will be unmuted by the host when it is time for public comment.

<https://portlandmaine-gov.zoom.us/j/89697284364?pwd=Mm1YRy9hQ0FZVG4N0JTWFVtRnVpdz09>
Passcode: 670883

1. Consideration of Final Candidate for Position of City Clerk
 - a. Cover Letter and Resume for Ashley Rand
2. Adjournment

Ashley Rand
[REDACTED]
[REDACTED]

City of Portland
389 Congress Street
Portland, ME 04101

Attention - Human Resources

In response to the job posting, I would like to apply for the City Clerk position.

My name is Ashley Rand. My core competencies include public service, marketing, project management, oral and written communications, community development, budgeting, and problem-solving skills.

I am currently employed as the Deputy Director of Economic Development for the City of Westbrook. Prior to my current position, I held the position of Deputy City Clerk of the City of Westbrook. This position provides general oversight of day-to-day City Clerk related transactions, assists the City Clerk and City Administrator in projects relating to the operations of the City of Westbrook, as prescribed by federal law, state statutes, city ordinance and the policies of the City of Westbrook. This position also solidifies customer relationships by providing outstanding customer service to the public.

Job experience and my education have prepared me to take on more responsibility in a fast-paced environment. I want to further my opportunities in public service within a larger community. I currently hold certification as both a Certified Municipal Clerk (CMC), as well as a Certified Clerk of Maine (CCM).

Enclosed is my resume. I look forward in hearing from you soon.

Sincerely,

Ashley Rand

Ashley Rand

■ Profile Summary

Creative and energetic business professional offering experience working in ever changing environments where professional and organizational skills are required to handle staff, customers, vendors, businesses, budgeting and financial aspects of public relations, and project management.

Core competencies include:

- Customer Service/Support
- Process & Project Management
- Industry Research
- Written & Oral Communications
- Public Policy Work
- Database Management
- Problem Solving Skills
- Outreach & Public Relations

■ Professional Experience

City of Westbrook

March 2020-Current

Deputy Director of Economic Development

- Manages Business Retention & Expansion Program.
- Aids prospective clients and businesses.
- Promotes and facilitates new businesses interested in establishing a location in Westbrook
- Supports and assists existing business and industries on relocation and expansion efforts within City boundaries.
- Builds and sustains effective working relationships among City leadership and staff, the Economic Development Committee, Downtown Organization, Chamber of Commerce, businesses, community stakeholders, and members of the public.
- Works with State and Federal agencies to promote economic development activities in Westbrook
- Assists in the preparation of TIF documents and Federal loan and grant applications.
- Maintains business inventory and database and tracks growth and business needs.
- Formulates and implements short/long term economic and community development plans/strategies by maintaining knowledge of current economic trends.
- Promotes the development of businesses and entrepreneurs through targeted programs and services.
- Identifies and prepares grants and works with staff of the Community Development Division on economic development financial assistance programs.
- Prepares and manages marketing materials, brochures, branding, website, data collection and outreach initiatives.
- Performs other tasks and works on projects as assigned

City of Westbrook
Deputy City Clerk, CMC, CCM

May 2016- March 2020

Under the direction of the City Clerk, provides general oversight of day-to-day City Clerk related transactions, assists the City Clerk in projects relating to the operations of the City Clerk's Office, as prescribed by federal law, state statutes, city ordinance and the policies of the City of Westbrook. Establishes and solidifies customer relationships by providing outstanding customer service to the public.

Provides highly confidential support to the Mayor, City Administrator, Assistant City Administrator and City Clerk.

- Assist with general oversight of Clerk-related transactions, including dog licensing, elections, and vital statistics
- Processes and coordinates business licensing procedures including helping businesses navigate available resources, communications, scheduling of Council action, obtaining inspecting officer signatures, issuing license, and keeping an updated list of licenses issued.
- Responsible for State-mandated monthly reporting
- Assist in the coordination of training to ensure front line staff are properly trained in the operation of clerk functions and transactions
- Assists the City Clerk and participates in conducting elections including accepting registrations for Board; Issuing / processing absentee ballot applications; assisting with coordination of staffing and space for polling places; training of election workers; preparation and review of ballots; maintenance of voting machines; and preparing election follow up tabulations and state reports.

TideSmart Global
Manager, Marketing Services

August 2015 – March 2016

Marketing Services Manager for TideSmart Global, a marketing agency that specializes in building client brands through non-media and media marketing. My main responsibilities include:

Responsible for developing/managing relationships with key clients/customers, maintaining marketing profiles for locations, and executing marketing activity via an online local marketing automation and co-op management software.

- Became a trusted remote marketing resource via phone and email to local business owners across the country
- Developed and managed relationships with customers to maintain value, generate positive anecdotal feedback, and maintain superior survey response metrics
- Assisted users in understanding enrollment in and basic use of online marketing platform
- Managed the execution of basic marketing services to clients
- Track user feedback and requests for escalation
- B2C Sales Growth
- Database Management
- Project management

Provider Power (Electricity Maine/ENH Power/Provider Power MASS)
Marketing Coordinator

January 2012 – August 2015

Marketing Coordinator for the Provider Power family who owns Electricity Maine, ENH Power and Provider Power Mass. Provider Power is New England owned, Maine-based Competitive Electricity Supply Company, operating in 3 states. I have been an initial member of the Provider Power family since the inception in 2011. My main responsibilities include:

- Direct and coordinate activities concerned with the marketing & sales initiatives
- Procure new business for the Provider Power companies
- Marketing Automation Software Manager-Using Marketo to create, automate, and track engagement B2B campaigns as well as email marketing campaigns for Provider Power
- Train staff and sales team to be able to represent Provider Power in a public setting
- Conduct research to identify new opportunities for the growth of Provider Power
- Educational speaker for engagements/networking events
- Manage and develop a strategic plan of action to ensure that the cost of the event remains under the predetermined budget
- Coordinate specific requirements and expectations concerning events and expos with management to carry out the plan of action
- Coordinate ordering of promotional materials to use at events
- Effective weekly networking and professional client building
- Website Management- update website content as needed with the direction of designer
- Social Media -effectively driving brand awareness, engagement, and traffic to social media pages. Achieve a strong, visible social media presence and develop concepts with viral potential. Continuously monitor online public relations and ensure the success of programs

Health Affiliates Maine, Auburn, ME
Billing Representative/Orientation Coordinator

August 2009- January 2012

■ **Educational Qualifications**

Southern New Hampshire University

Manchester, NH

- Master of Business Administration/Public Administration
- Bachelor of Science in Marketing

■ **Certifications**

- Certified Municipal Clerk (CMC)
- Certified Clerk of Maine

■ **Professional Affiliations**

- Greater Portland Metro
 - Executive Board Member, December 2020-Current
 - Vice Chair Finance Committee, December 2020-Current
- International Economic Development Council (IEDC)
- Economic Development Council of Maine (EDCM)
- International Institute of Municipal Clerks (IIMC)
- Maine Town & City Clerks Association (MTCCA)

Mayor and Council Offices

Kate Snyder

Mayor

JUNE 1, 2022



Ashley Rand

Dear Ashley,

Thank you so much for submitting your application for the City of Portland City Clerk position and for taking the time to meet with the City Clerk Search Committee. The Committee was impressed with your poise, knowledge, and kindness. We enjoyed getting to know you a bit.

It is with great pleasure that I would like to offer you the position of City Clerk. The starting salary is \$100,000 and we would offer you three weeks of vacation. The City has a very competitive benefits package, and our Human Resources Department would be happy to answer any questions you may have.

This offer is contingent on an affirmative vote by the City Council, which will vote on your appointment on June 6, 2022.

Again, I am very happy to make this offer and I look forward to working with you in the future.

Sincerely,

Kate Snyder