



# APPROVAL OF JOB DESCRIPTION AND SALARY RANGE Communications and Intergovernmental Relations Officer

City Council Meeting  
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# WHY IS THIS POSITION NEEDED?

- The City lacks a strategic, centralized, and coordinated communications program
- Need became even more evident during the fire disaster
- Also, to monitor legislative activities and initiatives & evaluate impact to City's operations and services



# SCOPE OF POSITION

- Oversight of 2 major, City-wide program areas:

## **1. Communications**

- **Establish** & implement strategic, comprehensive City-wide communications & public information program
- Prepare written, oral, and multi-media communications to the public, news media, social media strategy & platforms, and City staff



# SCOPE OF POSITION (Cont.)

- Oversight of 2 major, City-wide program areas:

## 1. Communications (Continued)

- Provide **functional oversight** of Marketing & Outreach Coordinators embedded in departments to bring consistency to City's external & internal communication strategies & activities
- Act as City's central spokesperson during emergency and non-emergency situations



# SCOPE OF POSITION (Cont.)

## **2. Inter-Governmental Relations**

- **Review, analyze, evaluate, and advise** City staff & Council on public policy, legislative issues, and proposed legislation at State and Federal level
- **Monitor** legislative activities and initiatives & evaluate impact to City
- **Develop and implement** outreach efforts to State legislators to advocate for the City's legislative interests



# HOW COMPENSATION IS DETERMINED

## 3 Factors:

1. Organization's compensation philosophy & ability to pay
2. External Market Equity
3. Internal Equity

Both external and internal equity factors for salary placement are considered

# External Position Comparisons

Agency	Position	Definition	Salary
County of Sonoma Water Agency	Government Affairs Manager	<ul style="list-style-type: none"><li>• Manage public affairs division</li><li>• Media relations</li><li>• Legislative coordination</li></ul>	\$11,131
Santa Clara Water Agency	Government Relations Advocate	<ul style="list-style-type: none"><li>• Analyze &amp; evaluate public policy &amp; legislative issues</li><li>• Represent &amp; advocate for District's legislative interests w/wide range of stakeholders</li></ul>	\$11,170
City of Sacramento	Director of Government Affairs	<ul style="list-style-type: none"><li>• Plans, organizes, &amp; directs activities related to City's government affairs</li><li>• Monitors federal &amp; state legislative affairs</li></ul>	\$11,170

# External Position Comparisons

(Cont.)

Agency	Position	Definition	Salary
County of Sonoma	Community & Government Affairs Manager	<ul style="list-style-type: none"><li>• Administer &amp; manage County's intergovernmental affairs &amp; legislative advocacy programs</li><li>• Coordinates major strategic initiatives &amp; projects</li><li>• Oversees public information &amp; relations program</li></ul>	\$12,995
City of Roseville	Public Affairs & Communications Administrator	<ul style="list-style-type: none"><li>• Plan, organize, &amp; direct City-wide public affairs &amp; strategic communications initiatives</li><li>• Support government relations activities</li></ul>	\$10,198



# External Position Comparisons

(Cont.)

Agency	Position	Definition	Salary
City of Santa Rosa	Communications & Intergovernmental Relations Officer	<ul style="list-style-type: none"><li>• Develop, organize, manage, and execute comprehensive City communications program</li><li>• Review, analyze, &amp; evaluate public policy, legislative issues, and proposed legislation and impact on City initiatives and services</li></ul>	\$11,275
		<i>Average Salary (external positions) =</i>	<i>\$11,332</i>
		<b><i>COSR +/- % of Average</i></b>	<b><i>(.504%)</i></b>

# Internal Equity Comparisons

Position	Major Programs	Position Scope Comparisons	Salary
<b>*Economic Development Manager</b>	<ul style="list-style-type: none"> <li>Comprehensive economic development and tourism programs</li> </ul>	<ul style="list-style-type: none"> <li>Single-class position</li> <li>Manages two major programs w/City-wide impact</li> </ul>	\$11,275
Program Manager-Violence Prevention	Gang prevention & intervention program	<ul style="list-style-type: none"> <li>Single-class position</li> <li>Manage one major program</li> <li>City-wide impact</li> </ul>	\$10,938
Housing & Community Services Manager	Various Programs: (e.g.) <ul style="list-style-type: none"> <li>Affordable Housing Services</li> <li>Homeless Services</li> </ul>	<ul style="list-style-type: none"> <li>Multiple positions in class</li> <li>Each position manages single major program w/City-wide impact</li> </ul>	\$10,425
		<b>Average =</b>	<b>\$10,879</b>
<b>*Communications &amp; Intergovernmental Relations Officer</b>	<ul style="list-style-type: none"> <li>City-wide communications</li> <li>Public Information</li> <li>Intergovernmental Relations &amp; Legislative initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Single-class position</li> <li>Manages two major programs w/City-wide impact</li> <li><u>Most closely aligns</u> with Economic Development Mgr. (multiple major programs vs. single program; public-facing role; city-wide impact)</li> </ul>	\$11,275  <i>3.57% above average of comparable internal positions</i>



# SALARY COMPARISON SUMMARY

City Position Salary	\$11,275
External Position Average (Salary Only)	\$11,332
Internal Position Average Salary	\$10,879
State Legislator's Salary:	
2017	\$11,510
2018	\$11,760

# BENEFITS

- Provide leadership in the development, coordination, guidance, and implementation of a strategic, comprehensive, and consistent City-wide communications program (during emergency and non-emergency)
- Provide functional oversight of Marketing and Outreach Coordinators embedded in departments across the City

# Benefits (cont.)

- Provide informed counsel to City staff and City Council on current and proposed legislative issues and public policy initiatives to determine impact to the City's ability to deliver services
- Perform key liaison role in intergovernmental affairs
- Advocate for the City's interests at the State and Federal level



# RECOMMENDATION

- Approve the final job description and annual salary range of \$108,216 - \$135,303 for the classification of Communications and Intergovernmental Relations Officer in Unit 11 – Mid-Management Confidential.

QUESTIONS?