



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



External Position Comparisons

(Cont.)

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

External Position Comparisons

(Cont.)

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

Internal Equity Comparisons

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



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?