



# City of Santa Rosa

## Legislation Details

<b>File #:</b>	17-0255	<b>Version:</b>	1	<b>Name:</b>	Chief Communications and Intergovernmental Relations Officer
<b>Type:</b>	CC- Report	<b>Status:</b>		<b>Status:</b>	Agenda Ready
<b>File created:</b>	3/7/2017	<b>In control:</b>		<b>In control:</b>	City Council
<b>On agenda:</b>	3/28/2017	<b>Final action:</b>		<b>Final action:</b>	
<b>Title:</b>	REPORT - AMENDMENT TO THE CITY CLASSIFICATION AND SALARY PLAN TO CREATE THE CLASSIFICATION OF CHIEF COMMUNICATIONS AND INTERGOVERNMENTAL RELATIONS OFFICER				

**BACKGROUND:** The City Manager recently identified the need to establish a new classification responsible for developing, coordinating, and managing all of the City's comprehensive communications, public information, intergovernmental affairs, and governmental relations activities.

In consultation with City management and City Council, this critical position will be charged with crafting and executing a strategic Communication Plan for the City to promote the initiatives and priorities of the City of Santa Rosa. This position will serve as the City's chief communications officer bringing consistency to the City's written, oral, and multi-media communications with the public, the news media, social media platforms, and City staff. Additionally, this position will be responsible for tracking, reviewing, analyzing and evaluating current and proposed legislative issues at the State and Federal level to determine the potential or real impact to the City and will develop and implement outreach efforts to the City's state legislative representatives to advocate for the City's legislative issues.

**RECOMMENDATION:** It is recommended by the City Manager's Office that the Council, by resolution, amend the City Classification and Salary Plan to create the classification of Chief Communications and Intergovernmental Relations Officer with a salary range of \$131,875 to \$164,989 annually, in Unit 10 - Executive Management and authorize the addition of one (1.0) FTE to the City Manager's Office.

**Sponsors:** Human Resources

**Indexes:** Not a Project

**Code sections:**

**Attachments:** 1. Staff Report (Revised 3/27/2017), 2. Resolution, 3. Presentation

Date	Ver.	Action By	Action	Result
3/28/2017	1	City Council	continue	