



DATE: December 17, 2014

TO: Honorable Mayor and City Councilmembers

FROM: Human Resources Department

SUBJECT: **CONSIDERATION TO CREATE A COMMUNICATIONS SPECIALIST CLASSIFICATION AND AUTHORIZE THE CITY MANAGER TO AMEND THE SALARY SCHEDULE AND ALLOCATE FUNDING FOR THE POSITION**

SYNOPSIS

This memo seeks City Council direction on the creation of a Communications Specialist classification and, if desired, authorize the City Manager to amend the Salary Schedule, allocate funding for creation of the position, and add the classification to the Unrepresented Mid-Management employee group.

BACKGROUND

A citywide Communications Specialist could work with all departments to develop strategic communications to benefit the citizens of the City of Oceanside. Human Resources staff created a proposed classification which would provide support to all city departments. The proposed classification specification sheet is included as Attachment 1.

ANALYSIS

The position of Communications Specialist would be responsible for a number of communications, marketing and outreach projects such as the 78 Corridor Five-City Branding effort. The position would also develop marketing strategies for various departments and/or projects and would develop, research, write, edit and market City information to appropriate publications. Additionally, as appropriate the position will assist with communications to the public in emergency situations; and perform other related duties as assigned. Human Resources has conducted a salary survey within San Diego County to determine the appropriate salary level. The proposed recommended salary range is:

A	B	C	D	E	F
\$5,265	\$5,529	\$5,806	\$6,097	\$6,399	\$6,722
\$30.37	\$31.90	\$33.50	\$35.17	\$36.92	\$38.78

The intent of the classification review and compensation study was to provide consistent and equitable position assignment and compensation for the position based on the level and complexity of duties and responsibilities performed. If this classification is approved by City Council, this action will add a new position to the City Manager's Office. This

position is At-Will, serve at the pleasure of the City Manager and will require an employment agreement.

FISCAL IMPACT

The annual projected fully burdened cost for the Communications Specialist position ranges from \$87,287 (A step) to \$109,734 (F step), depending upon qualifications and negotiations with the selected individual. The funding for this position will be from existing consolidated accounts for public information services as follows:

Water Admin	account 750010711.5305	40%
Sewer Admin	account 800010721.5326	20%
Solid Waste	account 700010731.5355	20%
Unassigned General Fund	account 101.3100.0001	20%

The FY 2014-15 budget impact will be \$45,725. The funds for the project will be transferred from the Water, Sewer, and Solid Waste funds to the General Fund. There are sufficient funds available. The position will be budgeted in business unit 150010101.

COMMISSION OR COMMITTEE REPORT

Does not apply.

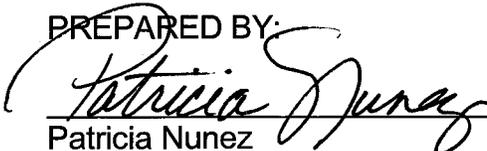
CITY ATTORNEY ANALYSIS

The staff report has been reviewed by the City Attorney's Office.

RECOMMENDATION

Provide direction on the creation of a Communications Specialist classification and, if desired, authorize the City Manager to amend the Salary Schedule, allocate funding for creation of the position, and add the classification to the Unrepresented Mid-Management employee group.

PREPARED BY:


Patricia Nunez
Human Resources Director

SUBMITTED BY:


Steven R. Jepsen
City Manager

Reviewed By:

Michelle Skaggs Lawrence, Assistant City Manager
James Riley, Financial Services Director




Attachments: Classification Specification – Communications Specialist

CITY OF OCEANSIDE

NEW: DECEMBER 2014
JOB CODE:
UNIT: UNREP/MID-MGMT

COMMUNICATIONS SPECIALIST
(Unclassified)

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under general direction, to provide responsible assistance in the development of strategic communications to benefit the City of Oceanside. Implement and coordinate media relations, marketing, and advertising. Develop public communication programs; perform a variety of tasks relative to assigned area of responsibility; perform other related duties as assigned.

EXAMPLES OF DUTIES - *Examples of duties performed by employees in this class may not include all required duties, nor are all listed tasks necessarily performed by everyone in this class.*

Analyze communications needs and develop strategic communications plans for City departments; coordinate the City's marketing effort related to the 78 corridor five-city branding effort; research, design, develop and implement communications, advertising and marketing strategies; develop, research, write, edit and market City stories to local, State, national and trade publications; research, develop, coordinate and implement new options and alternatives for strategic communications planning; work with internal and external groups; assist in design, gathering, and writing City materials; coordinate citizen participation and community involvement as requested; assist with communications to the public in emergency situations; perform other related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

- Basic operations, services and activities of a municipal public communications program.
- Marketing theories, principles and practices and their application to public communications.
- Modern office procedures, methods and equipment including computers.
- Pertinent Federal, State and local laws, codes and regulations.
- Strategic communications planning, advertising, publications and community relations procedures.
- Principles and practices of emergency response and management.

CITY OF OCEANSIDE
Communications Specialist (Continued)

Ability to:

- Coordinate strategic communications planning, advertising, publications and community relations procedures.
- Assist in implementing principles and practices of emergency response and management.
- Provide responsible assistance in the strategic development, implementation and coordination of media relations, marketing, community relations and citizen participation activities.
- Conduct a variety of research and data analysis functions.
- Research, design, develop and implement communications, advertising and marketing strategies.
- Elicit community and organizational support for public communications programs.
- Deal effectively and efficiently with the public and City staff.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training

Experience: Two years of work experience in communications, marketing, public relations, business administration, or a closely related field. Communications experience working in a governmental agency is highly desirable.

Training: A Bachelor's degree from an accredited college or university in Journalism, English, Public Administration or a closely related field.

License: A current, valid, California driver's license.

WORKING CONDITIONS

Environmental Conditions: Office and field environment; exposure to computer screens.

Physical Conditions: Essential functions may require maintaining physical condition necessary for sitting and standing for prolonged periods of time; speaking and hearing to exchange information; visual acuity to read and interpret information.