

REPORT TO CITY COUNCIL

DATE: OCTOBER 13, 2021

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: NATHAN HAMBURGER, CITY MANAGER

**BY: RAMIRO ADEVA, ASSISTANT CITY MANAGER
CELESTE BIRD, ADMINISTRATIVE ANALYST**

SUBJECT: APPROVE RESOLUTION NO. 21-1988; ESTABLISHING THE JOB CLASSIFICATION OF MEDIA ANALYST, INCLUDING SALARY RANGE FOR THE POSITION

The request before the City Council is to establish the new job classification of Media Analyst via consideration of Resolution No. 21-1988, which includes the recommended salary range for this new position. The job description is outlined in Exhibits "A" and "B" which include the job specifications.

As the City looks to enhance the communication and outreach to the community and other key stakeholders via the adopted Strategic Communications Plan, the creation of this position provides a dedicated operational position to assist in accomplishing these objectives.

The classification is a full-time, exempt position, proposed to be funded through the City's General Fund, and will not require any additional budget appropriations. The position was anticipated and included in the adopted Fiscal Year 2021-22 Budget. The Administrative Aide position will be vacant and would be replaced by the Media Analyst position.

The primary duties for the new Media Analyst will be to facilitate the day-to-day communication and media operations for the City. This position will work closely with the City's public information consultant team to implement the Strategic Communications Plan, while managing the overall media and public relations programs for the City. This position will fill an immediate need for the City and allow staff the ability to most effectively engage and communicate with the community.

The proposed resolution has been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

Staff respectfully recommends the City Council approve Resolution No. 21-1988, establishing the job classification of Media Analyst, including the salary range for the position.

Attachment: Resolution 21-1988
Exhibit A, Media Analyst Job Description
Exhibit B, Salary Range

RESOLUTION NO. 21-1988

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA, ESTABLISHING THE CLASSIFICATION OF MEDIA ANALYST AND SETTING THE SALARY RANGE AND BENEFITS

THE CITY COUNCIL OF THE CITY OF AGOURA HILLS HEREBY FINDS, RESOLVES, AND ORDERS AS FOLLOWS:

SECTION 1. The exempt classification of Media Analyst is hereby established with the job classification duties adopted herein, attached as "Exhibit A."

SECTION 2. The Media Analyst classification within the salary range is set at range 51 under the approved full-time employee salary schedule.

PASSED, APPROVED, AND ADOPTED this 13th day of October 2021, by the following vote to wit:

AYES: ()
NOES: ()
ABSENT: ()
ABSTAIN: ()

Denis Weber, Mayor

ATTEST:

Kimberly M. Rodrigues, City Clerk

EXHIBIT "A"

**MEDIA ANALYST
JOB DESCRIPTION**

EXHIBIT A
CITY OF AGOURA HILLS

**MEDIA ANALYST
(EXEMPT)**

DEFINITION

Under general supervision, oversees the City's media information systems and communication platforms including, but not limited to, the City's website, social media programs, YouTube channel; assists with information dissemination, public relation activities, telecommunications activities; coordinates communication services and resources for and with various City departments; and performs related duties as required.

CLASS CHARACTERISTICS

Receives direction from the Assistant City Manager or his/her designee and may exercise technical and functional supervision over staff. The incumbent must be able to work independently with all operating departments of the City, representatives of other organizations and agencies, and be able to work in a productive and efficient manner without direct supervision. The incumbent is accountable for operational goals and objectives and for furthering City goals and objectives within general policy guidelines. Assignments allow for a high degree of administrative discretion in the day-to-day operations of the assigned function. Must work closely with the City's contract consultant hired to assist in the implementation of the strategic communications plan, media, and public relations services.

EXAMPLES OF DUTIES

Duties may include, but are not limited to the following:

- Monitors all media information systems and communication platforms, including, but not limited to, the City's website, social media outlets, and YouTube channel for technical and/or production problems.
- Creates communication content, updates, and maintains community calendar, and the graphic programming portion of all City information outlets and resources.
- Programs and/or coordinates public service announcements, as needed.
- Maintains constant, accurate information as a member of the City's Emergency Operations Center team. Assists with broadcasting and content for the City's Emergency Alert System.
- Works directly and alongside the City's public information consultant to maintain consistent, timely, and accurate information dissemination to the community, and to implement the City's Strategic Communications Plan.
- Directs, organizes, and supervises contract videographer and audio crew for meetings and hearings, as needed.

- Serves as primary City liaison for publishing important City information, such as Acorn ads, press releases, etc.
- Prepares and creates a variety of written correspondence, press releases, detailed reports, procedures, and other written materials.
- Attends training and professional development seminars related to the work; assists and/or facilitates communication-related training for staff and City officials.
- Monitors changes in laws, regulations, and technology that may affect communication operations; implements policy and procedural changes, as required.
- Maintains on-call status during emergencies.
- Performs other duties as assigned.

QUALIFICATIONS AND GUIDELINES

Knowledge of:

- Principles and practices of various media and social media platforms, including, but not limited to, editing systems, web page design, file transfer protocol (ftp), computer graphics, and digital photography.
- Operation of audio, video, and a variety of related equipment.
- Current principles, techniques, and objectives of public information and media relations programs, including social networking.
- Various software packages, including word processing, spreadsheet, data processing, graphics and desktop publishing applications, and programs.
- English usage, spelling, grammar, and punctuation.
- Computer operation, software programs, including graphic design programs.
- Website/software development.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational and governmental organizations.
- Techniques for dealing effectively with the public, vendors, contractors, and City staff, in person and over the telephone.
- Techniques for providing a high level of customer service to public and City staff, in person, over the telephone, or using remote video-conferencing software, such as Zoom, Microsoft Teams, etc.

Skill in:

- Developing, implementing, and evaluating comprehensive social media and telecommunications programs, websites, and operations.
- Preparing and maintaining accurate and complete records.
- Preparing clear and concise reports.
- Effectively representing the department and the City in meetings with governmental agencies, community groups, and various business, professional, educational, and governmental organizations.
- Exercising good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.

- Using English effectively to communicate in person, over the telephone, and in writing.
- Using tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establishing and maintaining effective working relationships with those contacted in the course of work.

Education and Experience:

Bachelor of Arts degree in journalism, public relations, public affairs, communications, television, or related field, and three (3) years of experience performing and/or facilitating communication and/or media operations.

Licenses/Certificates:

Possession of a valid California Class C driver's license and have a satisfactory driving record.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

Physical Demands:

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must possess mobility to work in a production/office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, over the telephone, or over remote-conferencing using Zoom or other similar software. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Positions in this classification occasionally lift and carry office and production materials, cable, telecommunications and other equipment, reports and records that typically weigh less than 50 pounds. Ability to interact with City management, other governmental officials and agencies, employees, and the public.

Work environment:

Employees work in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances. May work out-of-doors in all weather conditions to direct the operation of telecasts and operate equipment. May travel to sites outside of the City.

May be required to work some evening, weekend, and holiday hours, and special events.

EXHIBIT "B"

FULL-TIME POSITIONS AND SALARIES							
EFFECTIVE 9/8/2021							
POSITIONS	F/T RANGES	ANNUAL		MONTHLY		HOURLY	
		LOW	HIGH	LOW	HIGH	LOW	HIGH
EXEMPT							
ACCOUNTANT	50	78,376	95,494	6,531	7,958	37.6809	45.9106
ADMINISTRATIVE ANALYST	51	80,336	97,881	6,695	8,157	38.6230	47.0583
ASSISTANT CITY MANAGER	82	172,722	210,446	14,394	17,537	83.0396	101.1757
ASSISTANT DIRECTOR OF COMM SERVICES	68	122,240	148,938	10,187	12,412	58.7694	71.6048
ASSISTANT PLANNING DIRECTOR	68	122,240	148,938	10,187	12,412	58.7694	71.6048
ASSISTANT TO THE CITY MANAGER	60	100,328	122,240	8,361	10,187	48.2348	58.7694
ASSOCIATE CIVIL ENGINEER	59	97,881	119,259	8,157	9,938	47.0583	57.3360
BUILDING OFFICIAL	70	128,429	156,478	10,702	13,040	61.7446	75.2298
CITY CLERK	64	110,744	134,931	9,229	11,244	53.2422	64.8704
CITY ENGINEER	71	131,640	160,390	10,970	13,366	63.2882	77.1106
CITY MANAGER		247,800		20,650		119.1346	
COMMUNITY DEVELOPMENT DIRECTOR	78	156,478	190,653	13,040	15,888	75.2298	91.6602
DEPUTY CITY MANAGER	73	138,304	168,510	11,525	14,042	66.4922	81.0143
DIRECTOR COMMUNITY SERVICES	78	156,478	190,653	13,040	15,888	75.2298	91.6602
DIRECTOR OF FINANCE	78	156,478	190,653	13,040	15,888	75.2298	91.6602
DIRECTOR OF PUBLIC WORKS/CITY ENG	78	156,478	190,653	13,040	15,888	75.2298	91.6602
EXECUTIVE ASSISTANT	46	71,005	86,513	5,917	7,209	34.1371	41.5927
FINANCE MANAGER	61	102,837	125,296	8,570	10,441	49.4407	60.2387
MANAGEMENT ANALYST	51	80,336	97,881	6,695	8,157	38.6230	47.0583
PLANNING DIRECTOR	72	134,931	164,400	11,244	13,700	64.8704	79.0383
PRINCIPAL PLANNER	62	105,408	128,429	8,784	10,702	50.6767	61.7446
PUBLIC WORKS PROJECT MANAGER	59	97,881	119,259	8,157	9,938	47.0583	57.3360
RECREATION MANAGER	59	97,881	119,259	8,157	9,938	47.0583	57.3360
RECREATION SUPERVISOR	50	78,376	95,494	6,531	7,958	37.6809	45.9106
SENIOR CIVIL ENGINEER	64	110,744	134,931	9,229	11,244	53.2422	64.8704
SENIOR PLANNER	58	95,494	116,350	7,958	9,696	45.9106	55.9376
HOURLY							
ACCOUNTING SPECIALIST II	46	71,005	86,513	5,917	7,209	34.1371	41.5927
ADMINISTRATIVE AIDE	38	58,277	71,005	4,856	5,917	28.0179	34.1371
ADMINISTRATIVE ASSISTANT I	37	56,856	69,273	4,738	5,773	27.3345	33.3045
ADMINISTRATIVE ASSISTANT II	41	62,758	76,465	5,230	6,372	30.1722	36.7619
ASSISTANT ENGINEER	53	84,403	102,837	7,034	8,570	40.5783	49.4407
ASSISTANT PLANNER	51	80,336	97,881	6,695	8,157	38.6230	47.0583
ASSOCIATE PLANNER	55	88,676	108,043	7,390	9,004	42.6325	51.9436
BUILDING PERMIT TECHNICIAN	38	58,277	71,005	4,856	5,917	28.0179	34.1371
CODE COMPLIANCE OFFICER	46	71,005	86,513	5,917	7,209	34.1371	41.5927
COMM SERV COORDINATOR	46	71,005	86,513	5,917	7,209	34.1371	41.5927
CULTURAL EVENT COORDINATOR	46	71,005	86,513	5,917	7,209	34.1371	41.5927
ENGINEERING AIDE I	38	58,277	71,005	4,856	5,917	28.0179	34.1371
ENGINEERING AIDE II	46	71,005	86,513	5,917	7,209	34.1371	41.5927
PLAN CHECKER	46	71,005	86,513	5,917	7,209	34.1371	41.5927
PLANNING TECHNICIAN	38	58,277	71,005	4,856	5,917	28.0179	34.1371
SENIOR BUILDING INSPECTOR	47	72,780	88,676	6,065	7,390	34.9905	42.6325
PART-TIME POSITIONS AND SALARIES							
EFFECTIVE 12/25/2020							
	P/T RANGES						
ADMINISTRATIVE INTERN I	17	31,103	37,896	2,592	3,158	14.9535	18.2194
ADMINISTRATIVE INTERN II	24	36,972	45,047	3,081	3,754	17.7751	21.6572
INSTRUCTOR	12	29,605	33,495	2,467	2,791	14.2330	16.1033
OFFICE ASSISTANT	22	35,191	42,876	2,933	3,573	16.9186	20.6136
PUBLIC SAFETY LIAISON OFFICER	49	68,544	83,515	5,712	6,960	32.9540	40.1512
RECREATION LEADER I	12	29,605	33,495	2,467	2,791	14.2330	16.1033
RECREATION LEADER II	20	33,495	40,810	2,791	3,401	16.1033	19.6203
RECREATION SPECIALIST	27	39,815	48,511	3,318	4,043	19.1418	23.3224
SENIOR PROGRAM INSTRUCTOR	25	37,896	46,173	3,158	3,848	18.2194	22.1986
LAND USE TECHNICIAN	49	68,544	83,515	5,712	6,960	32.9540	40.1512
SPECIAL EVENT WORKER		160-1,060		PER EVENT			