

REPORT TO CITY COUNCIL

DATE: JULY 12, 2023

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: NATHAN HAMBURGER, CITY MANAGER

**BY: RAMIRO ADEVA, ASSISTANT CITY MANAGER
CELESTE BIRD, HUMAN RESOURCES MANAGER**

SUBJECT: APPROVE RESOLUTION NO. 23-2041; ESTABLISHING THE POSITION OF COMMUNICATIONS MANAGER, APPROVING THE CLASSIFICATION SPECIFICATION, AND SETTING THE SALARY RANGE

The request before the City Council is to establish a new job classification of Communications Manager, including the recommended job description and salary range for the position.

In mid-June, the City was informed of the resignation of the existing Media Analyst due to a desired career change. This news created an initial challenge given it happened so late in the budget planning process for Fiscal Year 2023-24. However, rather than making a hurried decision to handle the upcoming vacancy, staff felt it was prudent to pause and reassess the City's communications needs, to determine the most effective staffing strategy for continued success. This explains why this item was not included in the budget that was approved for Fiscal Year 2023-24 on June 28, 2023.

After careful consideration, staff believes that although there has been much progress made over the past two years, a higher level of communications expertise and experience would better position the City to meet public engagement expectations moving forward.

After surveying surrounding agencies and following discussions with the City's communications consultant, RMG Communications (RMG), it was determined that a Communications Manager would be the appropriate level position to recruit. Additionally, the Media Analyst position would not be backfilled once it is vacated.

Currently, the Assistant City Manager serves as the primary communications staff member, providing direction to the media analyst and RMG. The Communications Manager would be able to assume the primary communications role immediately, allowing the City Manager to assign the Assistant City Manager to other pressing matters for the City, such as economic development, public safety, and environmental sustainability to name a few. This increases the operational efficiency of staff and is an effective use of the limited human resources available to accomplish the City's overall goals.

Additionally, the Communications Manager would be a more forward-facing and interactive position with the community. This is where having a seasoned professional with many years of experience working with municipalities and public agencies would be a benefit to the City. The expectation is that a higher level employee would be comfortable and able to communicate with other agencies, which are relationships that are critical to gaining and keeping the public's trust.

The Communications Manager will also be tasked with providing the City Manager with an invaluable strategic partner in-house, be depended on for critical messaging during emergencies and crisis communications, as well as everyday content creation, and handle regular website updates, quarterly releases of the City newsletter, production of podcast episodes, and leading the public information team.

In order for this to occur, the City Council is asked to consider the establishment of a full-time position of Communications Manager, along with the associated classification specification and salary range, since it does not exist in the City's current salary schedule.

The Communications Manager position is being set at Range 59 (\$108,219-\$131,855) which is consistent with comparable positions with the other surveyed agencies.

The Fiscal Year 2023-24 budget originally included funds allotted for a full year's salary for the Media Analyst position. Since the Communications Manager is a higher-level paying position than the Media Analyst, a budget adjustment will need to be made. Staff estimates the difference in budget amount in relation to salary and benefits to be approximately eight thousand dollars (\$8,000) in the current fiscal year and any adjustment of funding necessary will be brought to the City Council via the mid-year review, to insure that an accurate amount is reflected.

RECOMMENDATION

Staff respectfully recommends the City Council approve Resolution No. 23-2041, establishing the position of Communications Manager, approving the classification specification, and setting the salary range.

Attachment: Resolution 23-2041

RESOLUTION NO. 23-2041

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA, ESTABLISHING THE POSITION OF COMMUNICATIONS MANAGER, APPROVING THE CLASSIFICATION SPECIFICATION, AND SETTING THE SALARY RANGE

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

SECTION 1. The classification and salary range as shown on Exhibit "A," attached hereto and incorporated herein as though set forth in full, is hereby authorized in City service effective July 13, 2023.

SECTION 2. The salary schedule is amended to include the position of Communications Manager and the salary range, and classification specification attached as Exhibit "B" is adopted and approved effective July 13, 2023.

PASSED, APPROVED, and ADOPTED this 12th day of July 2023, by the following vote to wit:

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

Chris Anstead, Mayor

ATTEST:

Kimberly M. Rodrigues, City Clerk

EXHIBIT A

CITY OF AGOURA HILLS

COMMUNICATIONS MANAGER (EXEMPT)

DEFINITION

Under the general supervision of the City Manager and Assistant City Manager, the Communications Manager develops and executes a comprehensive citywide strategic communications program to build community awareness, participation and satisfaction in the City's projects, programs, services and initiatives. This includes things such as managing the City's website, all social media platforms, public relation activities, interdepartmental communication needs; and performs related duties as required.

CLASS CHARACTERISTICS

Receives direction from the Assistant City Manager or their designee and may exercise technical and functional supervision and/or direction to assigned staff members on work projects.

The incumbent must be able to:

- Work independently and with a high degree of administrative discretion with all City operating departments and representatives of other organizations and agencies, and work productively and efficiently without direct supervision.
- Manage, develop and implement Citywide strategic communications, community outreach, marketing campaigns and programs.
- Provide strategic direction, develop operational goals, objectives, policies and procedures for the City's communications programs, and oversee community outreach and media relations efforts.
- Work directly with the City's communications consultant to implement the strategic communications plan, media, outreach and public relations services.

EXAMPLES OF DUTIES

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

- Develops and manages communication and outreach efforts and materials to enhance the visibility of the City's programs, projects, initiatives and services.
- Manages the activities of the City's Public Information Team, schedules meetings and provides regular guidance and assistance to support team members.
- Oversees and ensures the consistency of the City's brand across all City publications, outreach materials, multimedia, website and social media sites. Work with staff in all departments to ensure consistency in messaging and branding.
- Performs public and media relations duties; responds to inquiries and requests for information from the media, governmental agencies, and members of the public; establishes a positive working relationship with representatives of community organizations, local media, state/local agencies and the public.
- Coordinates outreach, communication, and media coverage for special events.
- Develops content for news releases, social media, publications, website, scripts, presentations, and related public outreach.

- Develops content for and oversee the design of communication tools, channels and materials which includes the City podcast, newsletter, social media platforms, website, etc.
- Serves as the City's Public Information Officer (PIO) during emergencies; maintains constant, accurate information as a member of the City's Emergency Operations Center Team; and assists with broadcasting and content for the City's Emergency Alert System.
- Oversees and regularly updates the City's website. Works closely with City departments to ensure branding consistency, accuracy and availability of information.
- Represents the City at community, inter-agency and relevant professional organizations' events and meetings. Elicits opinions and relevant feedback, answers questions and addresses concerns. Facilitates discussions and represents the City positively and effectively.
- Reviews, analyzes, evaluates and summarizes qualitative and quantitative data to monitor the success of the City's strategic communications efforts, including resident satisfaction, cost-effectiveness and overall value to the community.
- Coordinates and facilitates meetings with the Communications Subcommittee.
- Initiates and monitors necessary changes and modifications to current services and forecasting for future planning.
- Coordinates and facilitates communication and strategic planning activities for the City Council and City departments as directed. Prepares presentations, speaking points, scripts and handouts for the City Manager, Assistant City Manager and City Council.
- Oversees the communications budget and budgets for special projects, tracks expenditures; participates in the forecast of necessary funds for materials, services and supplies; monitors and tracks approved budgets; discusses and resolves budget issues; implements adjustments as necessary; administers contracts that relate to the City's communications efforts; and approves invoices.
- Manages, supervises and coordinates the work scopes of consultants and assigned staff; issue requests for proposals and monitors contracts.
- Monitors change in laws, regulations, and technology that may affect communication operations; implements policy and procedural changes, as required.
- Maintains on-call status during emergencies.
- Availability for occasional after-hour communications tasks, as needed.
- Performs other duties as assigned.

QUALIFICATIONS AND GUIDELINES

Knowledge of:

- Principles and practices of communications, media and community relations in a local government environment.
- Writing, editing, graphic design, media relations, photography, social media, website, audio and video techniques and best practices.

- Effective community outreach techniques.
- Recent developments, best practices and current literature in the field of communications and public relations.
- Principles and practices of supervision and municipal budgeting.
- Local community groups, including non-profit organizations, homeowners associations, commissions, boards, schools and other stakeholders.
- Modern office methods, practices and equipment, including software such as Word, Excel, desktop publishing, Canva, Adobe Creative Suite, etc.
- Emergency Operations and Crisis Communications.
- Techniques and strategies for effective and engaging website layouts to enhance the experience for the end user.

Skill in:

- Developing, implementing, and evaluating a comprehensive communications program.
- Planning, organizing, coordinating and implementing community outreach activities, special events and other complex projects, reports and assignments.
- Supporting the City's executive team and City Council with preparing communication materials, such as speeches, presentations and announcements, and through the execution of community meetings and outreach activities.
- Directing the City's Public Information Team and consultants.
- Conducting, analyzing and interpreting research to make recommendations consistent with current laws, regulations and policies.
- Developing and maintaining effective working relationships with internal and external audiences.
- Handling difficult situations with tact and diplomacy and maintaining an open and approachable manner.
- Communicating clearly and concisely, both orally and in writing.
- Preparing and maintaining accurate and complete records.
- 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.
- Understanding and following work rules and procedures.

This position may work weekends, evenings and holidays, as necessary, and may be required to be on an "on-call" basis as events requiring a City response occur.

EDUCATION AND EXPERIENCE:

A combination of education and experience that provides the required knowledge and abilities may qualify. A typical way to obtain the knowledge and skills would be:

Experience:

Five years of increasingly responsible communications, public relations, community relations or media relations experience, including one year of experience providing functional and technical direction to staff. Three years of experience performing public relations in a public agency is highly desirable.

Education:

Bachelor's degree in journalism, public relations, public administration, communications or a related field.

Accreditation in Public Relations (APR) Certification through the Public Relations Society of America is desirable.

Licenses/Certificates:

Possession of a valid California Class C driver's license and 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, controlled temperature conditions and no direct exposure to hazardous physical substances. May work outdoors 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.

In the event of a disaster, all City employees are considered disaster service workers and may be asked to respond accordingly.

EXHIBIT B

EXHIBIT B

FULL-TIME POSITIONS AND SALARIES

EFFECTIVE PAY PERIOD BEGINNING 07/01/2023

POSITIONS	F/T RANGES	ANNUAL		MONTHLY		HOURLY	
		LOW	HIGH	LOW	HIGH	LOW	HIGH
EXEMPT							
ACCOUNTANT	50	86,654	105,580	7,221	8,798	41.66	50.76
ADMINISTRATIVE ANALYST	51	88,821	108,219	7,402	9,018	42.70	52.03
ASSISTANT CITY MANAGER	82	190,965	232,672	15,914	19,389	91.81	111.86
ASSISTANT DIRECTOR OF COMM SERVICES	68	135,151	164,668	11,263	13,722	64.98	79.17
ASSISTANT PLANNING DIRECTOR	68	135,151	164,668	11,263	13,722	64.98	79.17
ASSISTANT TO THE CITY MANAGER	60	110,925	135,151	9,244	11,263	53.33	64.98
ASSOCIATE CIVIL ENGINEER	59	108,219	131,855	9,018	10,988	52.03	63.39
BUILDING OFFICIAL	70	141,993	173,005	11,833	14,417	68.27	83.18
CITY CLERK	64	122,440	149,181	10,203	12,432	58.87	71.72
CITY ENGINEER	71	145,543	177,330	12,129	14,777	69.97	85.25
CITY MANAGER		273,199.50		22,766.63		131.35	
COMMUNICATIONS MANAGER	59	108,219	131,855	9,018	10,988	52.03	63.39
COMMUNITY DEVELOPMENT DIRECTOR	78	173,005	210,789	14,417	17,566	83.18	101.34
DEPUTY CITY MANAGER	73	152,911	186,307	12,743	15,526	73.51	89.57
DIRECTOR COMMUNITY SERVICES	78	173,005	210,789	14,417	17,566	83.18	101.34
DIRECTOR OF FINANCE	78	173,005	210,789	14,417	17,566	83.18	101.34
DIRECTOR OF PUBLIC WORKS/CITY ENG	78	173,005	210,789	14,417	17,566	83.18	101.34
EXECUTIVE ASSISTANT	46	78,504	95,650	6,542	7,971	37.74	45.99
FINANCE MANAGER	61	113,698	138,530	9,475	11,544	54.66	66.60
HUMAN RESOURCES MANAGER	59	108,219	131,855	9,018	10,988	52.03	63.39
MANAGEMENT ANALYST	51	88,821	108,219	7,402	9,018	42.70	52.03
MEDIA ANALYST	51	88,821	108,219	7,402	9,018	42.70	52.03
PLANNING DIRECTOR	72	149,181	181,763	12,432	15,147	71.72	87.39
PRINCIPAL PLANNER	62	116,540	141,993	9,712	11,833	56.03	68.27
PUBLIC WORKS PROJECT MANAGER	59	108,219	131,855	9,018	10,988	52.03	63.39
RECREATION MANAGER	59	108,219	131,855	9,018	10,988	52.03	63.39
RECREATION SUPERVISOR	50	86,654	105,580	7,221	8,798	41.66	50.76
SENIOR CIVIL ENGINEER	64	122,440	149,181	10,203	12,432	58.87	71.72
SENIOR CODE COMPLIANCE OFFICER	51	88,821	108,219	7,402	9,018	42.70	52.03
SENIOR PLANNER	58	105,580	128,639	8,798	10,720	50.76	61.85
HOURLY							
ACCOUNTING SPECIALIST II	46	78,504	95,650	6,542	7,971	37.74	45.99
ADMINISTRATIVE AIDE	38	64,432	78,504	5,369	6,542	30.98	37.74
ADMINISTRATIVE ASSISTANT I	37	62,861	76,590	5,238	6,382	30.22	36.82
ADMINISTRATIVE ASSISTANT II	41	69,386	84,541	5,782	7,045	33.36	40.64
ASSISTANT ENGINEER	53	93,317	113,698	7,776	9,475	44.86	54.66
ASSISTANT PLANNER	51	88,821	108,219	7,402	9,018	42.70	52.03
ASSOCIATE PLANNER	55	98,041	119,454	8,170	9,954	47.14	57.43
BUILDING PERMIT TECHNICIAN	38	64,432	78,504	5,369	6,542	30.98	37.74
CODE COMPLIANCE OFFICER	46	78,504	95,650	6,542	7,971	37.74	45.99
COMM SERV COORDINATOR	46	78,504	95,650	6,542	7,971	37.74	45.99
CULTURAL EVENT COORDINATOR	46	78,504	95,650	6,542	7,971	37.74	45.99
ENGINEERING AIDE I	38	64,432	78,504	5,369	6,542	30.98	37.74
ENGINEERING AIDE II	46	78,504	95,650	6,542	7,971	37.74	45.99
LAND USE TECHNICIAN	46	78,504	95,650	6,542	7,971	37.74	45.99
PLAN EXAMINER	46	78,504	95,650	6,542	7,971	37.74	45.99
PLANNING TECHNICIAN	38	64,432	78,504	5,369	6,542	30.98	37.74
PUBLIC SAFETY LIAISON OFFICER	46	78,504	95,650	6,542	7,971	37.74	45.99
SENIOR BUILDING INSPECTOR	47	80,467	98,041	6,706	8,170	38.69	47.14
PART-TIME POSITIONS AND SALARIES							
EFFECTIVE 12/24/2022	P/T RANGES	ANNUAL		MONTHLY		HOURLY	
		LOW	HIGH	LOW	HIGH	LOW	HIGH
INSTRUCTOR	1	32,240	39,281	2,687	3,273	15.50	18.89
RECREATION LEADER I	1	32,240	39,281	2,687	3,273	15.50	18.89
ADMINISTRATIVE INTERN I	6	36,477	44,443	3,040	3,704	17.54	21.37

RECREATION LEADER II	9	39,281	47,860	3,273	3,988	18.89	23.01
OFFICE ASSISTANT	11	41,270	50,283	3,439	4,190	19.84	24.17
ADMINISTRATIVE INTERN II	13	43,359	52,829	3,613	4,402	20.85	25.40
SENIOR PROGRAM INSTRUCTOR	14	44,443	54,150	3,704	4,512	21.37	26.03
RECREATION SPECIALIST	16	46,693	56,891	3,891	4,741	22.45	27.35
SPECIAL EVENT WORKER			160-1,060		PER EVENT		