



# City of Santa Clara

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## Agenda Report

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18-191

Agenda Date: 3/6/2018

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### REPORT TO COUNCIL

#### SUBJECT

Revised Job Descriptions for Assistant City Clerk and Public Information Officer

#### BACKGROUND

City Council approves all salary schedules and job descriptions pursuant to the City's Personnel & Salary Resolution, sections 4, 6, and 9.

#### DISCUSSION

The Assistant City Clerk and Public Information Officer positions are vacant management positions in the City's unclassified service and the incumbents will serve at the discretion of the City Manager in "at will" positions. Each job description incorporates the expectation for the incumbent to adhere to the City's Code of Ethics and Values, and demonstrate strong professional and service-oriented leadership. This report recommends changes to the job descriptions to better align them with the positions.

##### Assistant City Clerk

This position is a key leadership position in the unclassified service responsible for assisting the City Clerk in the administration of the City Clerk's Office. The job description is being updated to replace the duties relating to the Redevelopment Agency with the Stadium Authority. The use of Microfilm is also being removed. There is no recommended change to the salary range as our market rate analysis shows that it is above the average.

##### Public Information Officer

Staff recommends updating the classification title for Community Relations Manager to Public Information Officer, as well as revising the job description, to reflect the duties performed as the City's spokesperson. This is a senior management position reporting directly to the City Manager and is responsible for the development, implementation, and direction of the City's strategic communications plan and proactive employee and community communications on City actions and events. The incumbent will direct and coordinate public and media relations including social media and community outreach, as well as produce newsletters and other print publications.

Key changes include increased years of public relations management experience in order to qualify, and duties in developing and implementing a communications plan to spread the City's messages and programs across the community. The incumbent will manage, supervise, and train a Communications Team, as well as work with leadership and staff to identify and solve public outreach challenges. This position will foster positive relationships with a wide range of media sources to productively advance the City's communications needs.

The Community Relations Manager Control Point range is \$12,377 to \$16,017 (85% to 110% of the

Control Point). We are recommending to increase the unclassified Control Point range for Public Information Officer to approximately \$13,541 to \$17,523 (85% to 110% of the Control Point), based upon the revised duties, established market rate, and increased years of experience required for this position.

## **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

## **FISCAL IMPACT**

There is no fiscal impact to the City in approving the revised job descriptions. The Assistant City Clerk position salary range remains the same and the position is currently budgeted. Through the FY 2018/19 Recommended Budget, staff will bring forward a recommendation to delete the Community Relations Manager and add the Public Information Officer. The Control Point range for Public Information Officer will result in approximately a 9.4% increase in salary over the Communication Relations Manager; however, if hired below the Control Point, the salary will be within budget.

## **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

## **RECOMMENDATION**

Approve the revised job descriptions for Assistant City Clerk and Public Information Officer; and the new Control Point range for the Public Information Officer to approximately \$13,541 to \$17,523 (85% to 110% of the Control Point).

Prepared by: Vanessa Guerra, Human Resources Division Manager

Reviewed by: Elizabeth C. Brown, Director of Human Resources

Reviewed by: Nadine Nader, Assistant City Manager

Reviewed by: Walter C. Rossmann, Chief Operating Officer

Approved by: Deanna J. Santana, City Manager

## **ATTACHMENTS**

1. Job Description for Assistant City Clerk
2. Job Description for Public Information Officer