

TO: Personnel Board

FROM: Mike Lipski, Human Resources

DATE: May 4, 2020

SUBJECT: Communications Coordinator

The 2019 Adopted Operating Budget called for the recreation of an existing position of IT Specialist 3 to a Citywide Public Information Officer. In April, 2019, Mayor Rhodes-Conway was elected and a new group of Deputy Mayors was hired for the Mayor's Office. After having an opportunity to review the needs of the City, the Mayor is requesting that the new position be classified in the City's structure with placement in the Mayor's Office. As such, a new position description has been submitted for further review. After a thorough review of the PD, and conversations with Deputy Mayors Mary Bottari and Cam McLay, I recommend that a new classification of Communications Coordinator be created in CG18, R12, and position #4449 of IT Specialist 3 be recreated as a 1.0 FTE position of Communication Coordinator, within the Mayor's Office operating budget.

Currently, the City has Public Information Officers (PIOs) in a number of agencies, including Police, Fire, and many public works agencies. These PIOs are responsible for the public information needs within a particular agency, and their placement within the agency is critical in that it allows the PIO to become intimately familiar with the work of that agency. This allows for a carefully tailored public information approach for that particular agency. The PIOs meet regularly as a group to talk about general issues of concern, and this group is led by Deputy Mayor Katie Crawley. However, there is no one position in the City with formal responsibility to coordinate the City's public information and public relations strategies.

The new position description describes

...a responsible, professional position that will plan, organize, and coordinate the City's public information and public relations activities focusing on informing and engaging the public about City activities. The incumbent will perform professional public relations work, advise departments on public information best practices, inform the public, media, and City departments and elected officials regarding City activities and services, and serve as the City spokesperson. This position will also coordinate and support the activities of Public Information Officers serving in individual City agencies. This position works under the general supervision of the Mayor's office.

The PD further describes that 60% of the time, the incumbent will be planning, developing, and implementing outreach and information programs designed to educate and engage the public, which includes serving as the City's spokesperson. A major focus of this effort will be designing ways to effectively engage the community as it relates to City processes. An additional 20% of the time will be spent coordinating the City's overall messaging with the agency PIOs and the web team, including developing standards and identifying best practices to communication. This will help ensure the City's messaging is consistent. Finally, the remaining 20% of the time will be spent overseeing the City's social media presence, ensuring that social media is being used effectively to inform and educate the public. The focus of this position is coordinating the City's overall communication and outreach strategy, and while individual agencies have PIOs, this central

approach is new to the City’s structure. Because of this, it is appropriate to consider a new classification, with a title of Communications Coordinator.

In considering where this position should fall within the City’s compensation plan, it is important to note that the PIOs at the agency level have a career ladder where they are hired in CG18, R8, but as they learn the internal agency and related structures, they are able to progress to a Range 10. Because this position is going to be recommending best practices and developing communication standards which the agency PIOs will be expected to follow, it is important that this position is placed in a range higher than the agency PIOs. In addition, the broad, city-wide focus of this position justifies a higher placement. Placement in CG18, R12 provides a 2-range separation between this position and the agency PIOs. This provides incentive for the agency PIOs to potentially promote into this position. Also, because this position is not going to have formal supervisory responsibility, it would not be appropriate to place it in a higher salary range. Positions in CG18, R13 and above all have supervisory responsibility. However, other classifications in Range 12 may have project supervision or leadership responsibility, but not formal supervision, including Engineer 4 and Planner 4. The Organizational Development and Training Officer classification, also in Range 12, has broad, city-wide responsibility for responding to organizational development needs in various agencies, similar to how this position will have a city-wide focus on communication. Based on this, it is appropriate to place the new classification of Communications Coordinator in CG18, R12.

For the above reasons, I recommend creating a new classification of Communications Coordinator in CG18, R12, and recreating position #4449 as a Communications Coordinator in the Mayor’s Office budget.

We have prepared the necessary Resolution to implement these recommendations.

Editor’s Note:

Compensation Group/Range	2020 Annual Minimum (Step 1)	2020 Annual Maximum (Step 5)	2020 Annual Maximum +12% longevity
18/12	\$78,306	\$94,536	\$105,880

cc: Satya Rhodes-Conway – Mayor  
 Mary Bottari – Deputy Mayor  
 Cam McLay – Deputy Mayor  
 Katie Crawley – Deputy Mayor  
 Harper Donahue, IV – Human Resources Director