



COUNCIL AGENDA: 8/27/2019

FILE: 19-713

ITEM: 2.14

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jennifer Schembri

SUBJECT: AMENDMENT TO THE CITY
PAY PLAN

DATE: August 14, 2019

Approved

Date

8-15-19

RECOMMENDATION

Adopt a resolution to amend the City of San José Pay Plan effective August 27, 2019, to create a Mayor's Public Information Officer classification with a salary range of \$124,500.00 - \$200,850.00 annually.

OUTCOME

If the above recommendation is approved, the City of San José Pay Plan will be amended to create the Mayor's Public Information Officer classification.

BACKGROUND

The City of San José Pay Plan must be amended by Council Resolution when new job classifications are added or deleted, job titles are changed, or salaries are revised. The City Pay Plan reflects all job classification and compensation changes made through Council Resolution. The City Pay Plan is on file in the Human Resources Department and published on the City's Internet and Intranet sites.

ANALYSIS

At the request of the Mayor's Office, the Human Resources Department worked with the Mayor's Office to create the proposed Mayor's Public Information Officer classification. The classification used previously was the general classification of Mayor's Executive Officer. This classification primarily serves as an advisor to the Mayor on executing communications strategies for initiatives, programs, and the annual budget messages. The proposed classification is unique within the Mayor's Office, in that it requires incumbents to have an in depth knowledge of the principles, practices, methods, and techniques of public relations, media relations, social media, and program management in a diverse community.

August 14, 2019

Subject: Amendment to the City Pay Plan

Page 2

The Mayor's Public Information Officer is recommended to have an annual pay range of \$124,500 - \$200,850. This salary range matches the Mayor's Chief Economic Development and Land Use Officer salary range, which was a new classification created earlier this year. This classification serves on the Mayor's senior leadership team and is responsible for writing speeches, press releases, web content, social media posts, op-eds and columns, and serves as the editor for all office communications. The Mayor's Public Information Officer will oversee a team that currently includes staff responsible for interfacing with the press, media relations, social media and graphic design.

EVALUATION AND FOLLOW-UP

No additional City Council action is expected following the adoption of the proposed resolution.

PUBLIC OUTREACH

This memorandum will be posted on the City's website for the August 27, 2019 City Council Agenda.

COORDINATION

This memorandum was coordinated with the City Manager's Budget Office, the City Attorney's Office, and the Mayor's Office.

COMMISSION RECOMMENDATION/INPUT

Revisions to the Pay Plan for classified positions are reported to the Civil Service Commission for filing at the first regularly scheduled meeting following Council action. This position is an at will position and therefore, will not be reported to the Civil Service Commission.

COST SUMMARY/IMPLICATIONS

There are no budget implications pertaining to the creation of the Mayor's Public Information Officer classification. The addition of this position will be absorbed by the Mayor's Office budget.

HONORABLE MAYOR AND CITY COUNCIL

August 14, 2019

Subject: Amendment to the City Pay Plan

Page 3

CEQA

Not a Project, File No. PP17-008, General Procedure & Policy Making resulting in no changes to the physical environment.

/s/

JENNIFER SCHEMBRI

Director of Employee Relations

Director of Human Resources

For questions, please contact Jennifer Schembri, Director of Human Resources at (408) 535-8154.

Attachment:

Mayor's Public Information Officer U Class Specification

City of San José
CLASS SPECIFICATION

Title: Mayor's Public Information Officer
(8051)

DEPARTMENT	ACCOUNTABLE TO	FLSA STATUS
Mayor's Office	Mayor's Chief of Staff	Exempt

CLASS SUMMARY

Under general direction, performs work of considerable difficulty in planning, developing, coordinating, and executing communications strategies for Council policies, initiatives, programs, and annual budget messages for the Mayor's Public Information Office as established by City Charter. Performs related work as assigned.

DISTINGUISHING CHARACTERISTICS

This at-will management classification is responsible for developing and executing communications strategies on a broad range of public policy matters for the Mayor's Office. The Mayor's Public Information Officer/Communication Director differs from Director of Communications in that the latter is responsible for citywide communication programs and campaigns and coordination of the City's Public Information and Communications staff under the direction of the City Manager.

Incumbents in this classification may be appointed part-time or full-time, and benefited or unbenefited. Positions are appointed "at-will" with no property rights to continued employment. Each appointment to this classification is for a specified period to be determined by the Mayor and does not extend past the end of the Mayor's term.

QUALIFICATIONS

(These qualifications are typically required. An equivalent combination of education and experience sufficient to satisfactorily perform the duties of the job may be substituted.)

Minimum Qualifications

Education and Experience

The minimum qualification requirements include any combination of training and experience that provides the knowledge, skills, and abilities to advise the Mayor on matters of public policy.

Other Qualifications

(Incumbents may be required to have different combinations of the listed qualifications, or more specific job-related qualifications depending on the position.)

Basic Competencies

(Needed at entry into the job in order to perform the essential duties.)

- Job Expertise - demonstrates knowledge of and experience with principles, practices, methods, and techniques of public/community relations, media relations, social media, and program management in a diverse community, Citywide procedures/policies, and federal and state rules and regulations.
- Communication Skills - effectively conveys information and expresses thoughts and facts clearly, orally and in writing; demonstrates effective use of listening skills; displays openness to other people's ideas and thoughts.
- Computer Skills - experience with common business computer applications including but not limited to: MS Outlook, MS Word, MS PowerPoint, MS Access, and MS Excel.

City of San José
CLASS SPECIFICATION

Title: Mayor's Public Information Officer
(8051)

- Customer Service - demonstrates the ability to anticipate customers' needs and deliver services effectively and efficiently in a timely, accurate, respectful, and friendly manner.
- Flexibility - makes effective decisions and achieves desired results in the midst of changing deadlines, project requirements, or project needs.
- Initiative - exhibits resourceful behaviors toward meeting job objectives; anticipates problems, is proactive, and avoids difficulties by planning ahead; displays willingness to assume extra responsibility or workload and accept challenges; pursues continuing educational or training opportunities to enhance job performance.
- Multi-Tasking - can handle multiple projects and responsibilities simultaneously; has handled a wide variety of assignments in past and/or current position(s).
- Political Skills - in taking action, demonstrates an understanding and consideration of how it will impact stakeholders and affected areas in the organization.
- Problem Solving - approaches a situation or problem by defining the problem or issue; determines the significance of problem(s); collects information; uses logic and intuition to arrive at decisions or solutions to problems that achieve the desired outcome.
- Reliability - completes quality work assignments in a timely and efficient manner; fulfills responsibilities and maintains confidentiality.
- Team Work & Interpersonal Skills - Develops effective relationships with co-workers and supervisors by helping others accomplish tasks and using collaboration and conflict resolution skills.

Additional Competencies and/or Desirable Qualifications

(Competencies, knowledge, skills, and abilities that are more position specific and/or likely to contribute to more successful job performance.)

- Bilingual language fluency in Spanish or Vietnamese (written and oral skills)

Ability to:

- Formulate and accomplish strategic communication goals.
- Present sensitive and/or complex issues, both orally and in writing, to large diverse groups in a persuasive fashion.
- Interact with elected and appointed officials, business leaders, regulatory agencies, community groups, employees, and the public.

DUTY NO.	<u>TYPICAL CLASS ESSENTIAL DUTIES:</u> (These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.) Duties may include, but are not limited to, the following:	FREQUENCY*
1.	Serves on the Mayor's senior leadership team; develops and executes communications strategies for initiatives, programs, and the annual budget messages.	
2.	Serves as the Mayor's Press Secretary and as the principal contact in the office for interfacing with the press.	

City of San José
CLASS SPECIFICATION

Title: Mayor's Public Information Officer
(8051)

DUTY NO.	TYPICAL CLASS ESSENTIAL DUTIES: (These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.) Duties may include, but are not limited to, the following:	FREQUENCY*
3.	Coordinates with the City Manager's Director of Communications and citywide Public Information and Communications staff regarding media inquiries, communications, and coordination of events on behalf of the Mayor's Office.	
4.	Supervises Mayor's Office staff responsible for media relations, social media, and graphic design.	
5.	Writes speeches, press releases, web content, social media posts, op-eds, and columns.	
6.	Serves as the editor for all office communications.	
7.	Performs other related work as assigned.	As Required

*Frequency defined as Daily/Several Times, Daily, Weekly, Intermittent, or As Required

PHYSICAL/ENVIRONMENTAL ELEMENTS

The following is a general statement for the classification. Individual positions may have additional or different physical/environmental elements.

In an office environment, possess ability to:

- Operate, access, enter, and retrieve data using standard office equipment, including but not limited to a computer or tablet;
- Read printed materials and a computer screen;
- Communicate in person and over the telephone;
- Lift, carry, push, and pull materials and objects up to 25 pounds, or heavier weights, in all cases with the use of proper equipment;
- Move between/within work areas, including but not limited to sitting, walking, and standing on various surfaces, turning, bending, grasping, and making repetitive hand movements;
- Be exposed to moderate noise levels and controlled temperature conditions;
- Maintain professional demeanor during interactions with staff, customers and the public.

CLASSIFICATION HISTORY *Created 08/19; s0000*