

Exhibit A-Scope of Services and Fee Schedule

Part One: Scope of Services

Duties may include but are not limited to the following:

1. Media Relations & Public Information Coordination

- a. Serves as the official City spokesperson for all media inquiries
- b. Gathers and prepares information regarding City business and activities for news release to media; contacts appropriate media representatives and arranges for news releases.
 - i. Examples include: Assisting and preparing responses to media inquiries and public records requests.
- c. Responds/reports to Emergency Operations Center in the event of emergencies or disasters
- d. Coordinates Media outreach for city programs, initiatives, and special events
 - i. Examples include: coordinating all media outreach for the opening of the 21st Century Library; Securing regular media placements to inform and advise public about various City social service programming;

2. Communications Strategy & Policy Consultation

- a. Plan, organize and direct the City's civic engagement, media relations, labor relations, internet/intranet, government relations and advocacy, neighborhood services, special events, film permitting, and public information communication activities, including developing and implementing external communications strategic plans/ campaigns.
 - i. Examples include: Disseminating information related to municipal elections, employee engagement;
- b. Develop outreach and engagement strategies to promote and raise awareness for various City departments, divisions, programs, and initiatives.
 - i. Examples include: Creating content calendars for messaging campaigns; developing media strategy for creation and placement of positive Hayward business/development and special event storylines;
- c. Assist in the development, preparation, and implementation of an executive communications strategic plan/campaign for internal communications and messaging throughout the organization.

3. Content Development

- a. Prepares communication content in newsletters, news releases, City website, and electronic communications; prepares speeches, scripts, responses and related materials for public information purposes to strengthen and promote the City's identity.
 - i. Examples include: Drafting, producing, and consulting the Mayor on the State of the City address;
- b. Composes text for brochures, publications and other written or visual media materials; designs and coordinates production of such materials and distributes accordingly.

- i. Examples include: Authoring storylines for paid ad campaigns; consulting on collateral creation and placement. Developing photographic and graphic material for use in communications collateral.

4. Presentation Guidance and Assistance

- a. Assists and trains management staff and elected officials in preparing public presentations, award applications, and other outreach materials and organizational communications and messages.
- b. Provides training to staff and elected officials to enhance their on-camera qualities and capabilities, and to develop trained departmental on-camera spokespeople.

5. Performs Related Duties as Assigned by the City Manager or her Designee(s).

Part Two: Fee and Work Schedule.

1. Hourly Rate

- a. The hourly rate for services is \$150 per hour

2. Work Schedule

- a. 20 hour per week minimum
 - i. Required attendance on Wednesdays, with flexible scheduling in coordination with the City Manager or her designee(s) for remaining portion of the week.
- b. On-call 24 hours/7 days per week, reachable by the City Manager and/or her designee(s) via phone, text, and/or email.