



CITY OF HAYWARD

Hayward City Hall
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Cover Memo

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DATE: May 17, 2016

TO: Mayor and City Council

FROM: Director of Human Resources

SUBJECT

Resolution Designating the Communications and Marketing Officer as a City of Hayward Officer and Assigning the Position to the Unclassified Service

RECOMMENDATION

That the City Council approves the attached Resolution designating the Communications and Marketing Officer as a City of Hayward Officer and assigning the position to the unclassified service.

BACKGROUND/DISSION

Article VIII of the City of Hayward Charter grants the City Council the authority to determine which positions are designated officers of the City of Hayward. Currently, the City Manager, City Attorney and City Clerk are the Council Appointed Officers. Other City Officers are appointed by and serve at the pleasure of the City Manager and include Department Directors and the Assistant City Manager. These positions are part of the Unclassified Service.

Positions assigned to the Unclassified Service generally perform duties under terms described in an employment agreement, are not part of a bargaining unit, and are considered "at will." Article 4, Section 2-4.01 of the City of Hayward Municipal Code delineates which officers and positions comprise the Unclassified Service. Subsection 5 provides that persons employed to render professional, technical, or expert services of exceptional character are categorized as the unclassified service. Appointments to unclassified positions are made by the City Council in the case of the Council Appointed Officers, and by the City Manager for all others.

The Communications and Marketing Officer is a new position in the City Manager's office and would replace the former Community and Media Relations Officer position. Under direction of the City Manager, the Communications and Marketing Officer is the key strategist for the City's overall brand, public image, and community outreach activities. The incumbent is a member of the Executive Team and works across every aspect of the organization, surfacing important information, and developing the most appropriate outreach strategies to deliver it to key audiences. The incumbent develops and implements an integrated strategic communication plan to advance the City's brand and broaden awareness of its programs, priorities and accomplishments and ensures communication strategies are consistent with the

City's strategic plan and vision. Other key duties of this position include:

- Plan, organize and direct the City's civic engagement, media relations, internet/intranet, government relations and advocacy, neighborhood services, special events, film permitting, and public information activities, including developing and implementing internal and external communications strategic plans.
- 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.
- Develops and coordinates the City's social media strategy, policies and presence; develops unified City-wide presence and messaging for web-based or social media communications.
- Establishes and develops positive working relationships with news media, civic organizations, and other community groups.
- Receives inquiries from media representatives regarding City business and activities; performs necessary research and formulates responses; provides draft responses for management review as necessary.
- Gathers and prepares information regarding City business and activities for news release to media; contacts appropriate media representatives and arranges for news releases.
- Composes text for brochures, publications, and other written or visual media materials; designs and coordinates production of such materials and distributes accordingly.
- Develops and prepares standard information releases for use in emergencies or disasters; maintains related systems, logs, and files.
- Responds/reports to Emergency Operations Center in the event of emergencies or disasters and assists in acquiring, organizing, and delivering risk communications and information.
- Assists management staff and elected officials in preparing public presentations and other outreach materials and organizational communications and messages.
- Provides responsible customer service functions to include: developing appropriate communications, methods, and techniques for a variety of on-going and special projects; serves as the City Manager's liaison to customers, consultants, other City departments, and the general public; provides professional guidance with respect to Department policies and procedures.

FISCAL IMPACT

There is no fiscal impact associated with the creation of the Communications and Marketing Officer. The salary for the position is the same as the Community and Media Relations Officer, which ranges from \$52.09 per hour to \$63.32 per hour and this new position would replace the Community and Media Relations Officer position in the FY2017 budget.

Prepared and Recommended by: Nina S. Collins, Director of Human Resources

Approved by:



Fran David, City Manager

Attachments:

Attachment I
Attachment II

Resolution
Draft Job Description