

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**ITEM: 3.32**  
(ID # 19575)

**MEETING DATE:**  
Tuesday, August 30, 2022

**FROM :** HUMAN RESOURCES:

**SUBJECT:** HUMAN RESOURCES: Classification and Compensation recommendation to adjust the salaries of various Public Information-type classifications, and establish a new Public Information Supervisor, Department Public Information Officer I, and Department Public Information Officer II classification; and amend Ordinance No. 440 Pursuant to Resolution No. 440-9284, All Districts. [Total Cost \$390,757, with an ongoing cost of \$214,388, 100% Departmental Budgets for salary adjustments. 41% Contract Reimbursement, 39% Structural Fire Taxes & Prop 172, and 20% General Fund to add 1 Dept. PIO II class to Fire Dept]

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Approve the salary adjustments to the various Public Information-type classifications.
2. Approve the creation of the Public Information Supervisor classification.
3. Approve the creation of the Department Public Information Officer I classification.
4. Approve the creation of the Department Public Information Officer II classification.
5. Amend Ordinance No. 440 pursuant to Resolution No. 440-9284.

**ACTION:Policy**

*Michael Bowers*

Michael Bowers, Assistant HR Director


8/10/2022

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**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Jeffries, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended and that Resolution 440-9284 is adopted as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt  
Nays: None  
Absent: None  
Date: August 30, 2022  
xc: HR

Kecia R. Harper  
Clerk of the Board  
By   
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,  
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<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost</b>
<b>COST</b>	\$176,369	\$214,388	\$390,757	\$214,388
<b>NET COUNTY COST</b>	\$0	\$0	\$0	\$0
<b>SOURCE OF FUNDS:</b> Departmental Budgets for salary adjustments. 41% Contract Reimbursement, 39% Structural Fire Taxes & Prop 172, and 20% General Fund to add 1 Dept. PIO II class to Fire Dept.			<b>Budget Adjustment:</b> No	
			<b>For Fiscal Year:</b> 22/23	

**C.E.O. RECOMMENDATION:** Approve

**BACKGROUND:**

**Summary**

The Human Resources Classification and Compensation (Class and Comp) Division conducted a County-wide review of current public information-type classifications and are recommending salary adjustments for various classifications. The recommended salary adjustments are to ensure that the County's public information-type classifications are market-competitive, while also taking into consideration internal parity among related classifications, prior class creation/salary agreements, and proper career/salary structure.

Public information divisions within County departments continue to provide value, influence and transparency to local government services. As public information divisions continue to grow and become more relevant, there is a pressing need to expand the public information classification series to allow County Departments to further develop and define the direction of their respective division. Currently, the County does not offer a supervisory-level or management-level public information classification that can oversee a division. This void has prompted Class and Comp to study and develop a public information classification series whereby Departments can utilize a supervisory-level Public Information Supervisor and/or management-level Department Public Information Officer (PIO) I (At-will) or Department PIO II (At-Will) classification to ensure proper oversight of their public information division.

**Salary Adjustments:**

**Public Information Officer:** It is recommended to adjust the salary plan/grade XMB 187 (\$95,374 - \$164,299/year) to salary plan/grade XMB 234 (\$108,093 - \$178,355/year). This will be an increase of approximately 13.34% at the minimum base salary and 8.56% at the maximum base salary. The salary adjustment is based upon an external market survey utilizing the five surrounding county market and ensures that this classification is brought up to market (**Attachment 2**). There are no upfront costs as there are currently 0 incumbents in this classification.

**Sheriff's Public Information Manager:** It is recommended to adjust the salary plan/grade XMB 187 (\$95,374 - \$164,299/year) to salary plan/grade MRP 568 (\$106,372 - \$164,787/year). This will be an increase of approximately 11.53% at the minimum base salary and 0.3% at the maximum base salary. The salary adjustment will ensure parity with the District Attorney

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Community and Government Relations Officer classification. There are no upfront costs as there are currently 0 incumbents in this classification.

**District Attorney Communications Manager:** It is recommended to adjust the salary plan/grade MRP 281 (\$77,616 - \$120,042/year) to salary plan/grade MRP 282 (\$77,616 - \$128,725/year). This will be an increase of approximately 7.23% at the maximum base salary. The salary adjustment will ensure parity with the Government Relations Officer classification. There are no upfront costs as there are currently 0 incumbents in this classification.

**District Attorney Information Officer:** It is recommended to adjust the salary plan/grade MCO 625 (\$77,616 - \$113,901/year) to salary plan/grade MCO 670 (\$87,521 - \$120,042/year). This will be an increase of approximately 12.76% at the minimum base salary and 5.39% at the maximum base salary. The salary adjustment will honor the 11% salary spread with the District Attorney Information Specialist classification based on a 2015 Form-11 (**Attachment 3**) (see Figure 1). There are no upfront costs as there are currently 0 incumbents in this classification.

Figure 1:

<b>Classification</b>	<b>Minimum Salary</b>	<b>Maximum Salary</b>
District Attorney Information Officer	\$87,521	\$120,042
<i>(% difference)</i>	<i>11%</i>	<i>11%</i>
District Attorney Information Specialist	\$78,848	\$108,145
<i>(% difference)</i>	<i>5.5%</i>	<i>5.5%</i>
Senior Public Information Specialist	\$74,737	\$102,508

**District Attorney Information Specialist:** It is recommended to adjust the salary plan/grade MCO 552 (\$69,734 - \$99,601/year) to salary plan/grade MCO 640 (\$78,848 - \$108,146/year). This will be an increase of approximately 13.07% at the minimum base salary and 8.58% at the maximum base salary. The salary adjustment will honor the 11% salary spread with the District Attorney Information Officer classification and 5.5% salary spread with the Senior Public Information Specialist based on a 2015 Form-11 (**Attachment 3**) (see Figure 1). There are currently 4 budgeted/filled positions in this classification; 1 incumbent is currently at the maximum salary for over 1 year. The respective department (District Attorney) has indicated that they would like to grant their existing incumbent who has been at the maximum base salary for over 1 year a 4% increase in pay (or up to the new max if less than 4%) and retain their current anniversary date. A 4% increase in pay (or up to the new max if less than 4%) granted to the sole incumbent earning the maximum salary for over 1 year will cost approximately \$4,666 in salaries and benefits for FY 22/23.

**Senior Public Information Specialist:** It is recommended to adjust the salary plan/grade SEU 412 (\$74,737 - \$101,586/year) to salary plan/grade SEU 483 (\$74,737 - \$102,508/year). This will be an increase of approximately 0.91% at the maximum base salary. The salary adjustment will honor the 5.5% salary spread with the District Attorney Information Specialist classification based on a 2015 Form-11 (**Attachment 3**) (see Figure 1). There are currently 11 budgeted/filled

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positions in this classification (1 - Behavioral Health, 1 - Department of Public Social Services, 1 - Registrar of Voters, 1 - Emergency Management Department, 2 - Fire, 1 - Probation, 1 - Public Health, 1 - Riverside University Health System, and 2 - Sheriff's); 3 of the incumbents within Fire, Public Health and Sheriff's are currently at the maximum salary for over 1 year. The respective departments (Fire, Public Health and Sheriff's) have indicated that they would like to grant their existing incumbents who have been at the maximum base salary for over 1 year a 4% increase in pay (or up to the new max if less than 4%) and retain their current anniversary date. A 4% increase in pay (or up to the new max if less than 4%) granted to these 3 incumbents earning the maximum salary for over 1 year will cost approximately \$3,238 in salaries and benefits for FY 22/23.

**Senior Public Information Specialist - CE:** It is recommended to adjust the salary plan/grade MCO 514 (\$67,065 - \$101,586/year) to salary plan/grade MCO 590 (\$74,737 - \$102,508/year). This will be an increase of approximately 11.44% at the minimum base salary and 0.91% at the maximum base salary. The salary adjustment ensures parity with the Senior Public Information Specialist classification. There are currently 2 budgeted/filled positions in this classification (1 - Human Resources, and 1 - Executive Office); 1 incumbent within Human Resources is currently at the maximum salary for over 1 year. The respective department (Human Resources) would like to grant their existing incumbent who has been at the maximum base salary for over 1 year a 4% increase in pay (or up to the new max if less than 4%) and retain their current anniversary date. A 4% increase in pay (or up to the new max if less than 4%) granted to the sole incumbent earning the maximum salary for over 1 year will cost approximately \$1,079 in salaries and benefits for FY 22/23.

**Public Information Specialist:** It is recommended to adjust the salary plan/grade SEU 276 (\$70,841 - \$80,457/year) to salary plan/grade SEU 415 (\$70,841 - \$94,830/year). This will be an increase of approximately 17.86% at the maximum base salary. The salary adjustment is based upon an external market survey utilizing the five surrounding county market and ensures that this classification is brought up to market (**Attachment 4**). There are currently 5 incumbents in this classification; 0 incumbents are currently at the maximum salary in this classification.

**Public Information Specialist - Parks:** It is recommended to adjust the salary plan/grade PKG 374 (\$70,841 - \$80,457/year) to salary plan/grade PKG 307 (\$70,841 - \$94,830/year). This will be an increase of approximately 17.86% at the maximum base salary. The salary adjustment ensures parity with the Public Information Specialist classification. There is currently 1 incumbent in this classification; 0 incumbents are currently at the maximum salary in this classification.

**Public Information Specialist - CE:** It is recommended to adjust the salary plan/grade MCO 371 (\$53,150 - \$80,457/year) to salary plan/grade MCO 560 (\$70,841 - \$94,830/year). This will be an increase of approximately 33.29% at the minimum base salary and 17.86% at the maximum base salary. The salary adjustment ensures parity with the Public Information Specialist classification. There are currently 0 incumbents in this classification.

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**Public Safety Information Specialist:** It is recommended to adjust the salary plan/grade SEU 322 (\$65,088 - \$82,206/year) to salary plan/grade SEU 415 (\$70,841 - \$94,830/year). This will be an increase of approximately 8.84% at the minimum base salary and 15.36% at the maximum base salary. The salary adjustment ensures parity with the Public Information Specialist classification. There are currently 3 budgeted/filled positions in this classification; 2 incumbents are currently at the maximum salary for over 1 year. The respective department (Fire) has indicated that they would like to grant all existing incumbents who have been at the maximum base salary for over 1 year a 4% increase in pay (or up to the new max if less than 4%) and retain their current anniversary date. A 4% increase in pay (or up to the new max if less than 4%) granted to the 2 incumbents earning the maximum salary for over 1 year will cost approximately \$7,702 in salaries and benefits for FY 22/23.

**Class Creations:**

The Public Information Supervisor classification will report to an appropriate management-level position and be primarily responsible for supervising staff in the preparation and implementation of the public information program for a County Agency/Department (**Attachment 5**). The Public Information Supervisor is distinguished by the Department PIO I/II by the management and level of responsibility over public information functions. The Department PIO I/II will serve as a division manager level classification and directly report to an Agency/Department Head or an appropriate executive management level position (**Attachment 6 & 7**). The incumbent will be responsible for directing and maintaining a public information program for a department, including communications, marketing, internet presence, and public affairs.

A Department PIO I annual salary of \$83,184 - \$120,042/year was established by reviewing external market data and ensuring parity between other comparable County public information-type classifications (**Attachment 8**). Based upon the proposed Department PIO I and the recommended Senior Public Information Specialist (PIS) salary adjustment (above), the proposed salary range for the Public Information Supervisor classification is \$78,848 - \$111,150 annually (see Figure 2). A salary comparison demonstrating the internal alignment between the PIS, Senior PIS and proposed Public Information Supervisor and Department PIO I/II is as follows (see Figure 2):

**Figure 2:**

<b>Classification</b>	<b>Minimum Salary</b>	<b>Maximum Salary</b>
Department Public Information Officer II	\$88,109	\$136,347
(% difference)	5.92%	13.58%
Department Public Information Officer I	\$83,184	\$120,042
(% difference)	5.5%	8.0%
Public Information Supervisor	\$78,848	\$111,150
(% difference)	5.5%	8.43%
Senior Public Information Specialist	\$74,737	\$102,508

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(% difference)	5.5%	8.1%
Public Information Specialist	\$70,841	\$94,830

The creation of a Public Information Supervisor and Department PIO I/II classification will provide County Department's (based upon their size, function, needs, etc.) with an appropriate classification to oversee their respective public information division, as well as provide additional career growth for current incumbents. Therefore, it is recommended that the Public Information Supervisor and Department PIO I/II classifications be established.

**Classification Additions:**

**Public Information Supervisor:** It is recommended to add this classification to the Class and Salary Listing at salary plan/grade SEUS 697 (\$78,848 - \$111,150/year). This request is only to add the classification and there is no immediate financial impact associated with this request. The new class specification is attached (**Attachment 5**).

**Department Public Information Officer I:** It is recommended to add this classification to the Class and Salary Listing at salary plan/grade MRP 338 (\$83,184 - \$120,042/year). This request is only to add the classification and there is no immediate financial impact associated with this request. The new class specification is attached (**Attachment 6**).

**Department Public Information Officer II:** It is recommended to add this classification to the Class and Salary Listing at salary plan/grade MRP 382 (\$88,109 - \$136,348/year). This request is also to add one position within the Fire Department in order for the department to recruit and fill. The new class specification is attached (**Attachment 7**).

**At-Will Designation:**

**Department Public Information Officer I:** It is recommended that this classification be designated At-Will in accordance with the provisions provided under Article 6, Section 601E (8) of the County Management Resolution and serves at the pleasure of the Agency/Department Head. There is no financial impact to implement this change.

**Department Public Information Officer II:** It is recommended that this classification be designated At-Will in accordance with the provisions provided under Article 6, Section 601E (8) of the County Management Resolution and serves at the pleasure of the Agency/Department Head. There is no financial impact to implement this change.

**Impact on Residents and Businesses**

This request does not have a direct impact on residents and businesses. Adjusting the salary ranges for the various public information-type classifications above will position the County to provide a market-competitive salary and better equip the County to continue to attract and retain staff in these positions. Furthermore, the approval of the three proposed classifications will result in a more structured and streamlined delivery of information from County Agencies/Departments to both internal and external stakeholders.

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**Additional Fiscal Information**

The total fiscal year cost to grant all existing incumbents in the various public information-type classifications above who have been at the maximum base salary for over 1 year a 4% increase in pay (or up to the new max if less than 4%) is \$16,685, which includes benefits. All departments with current incumbents in the various public information-type classifications above have approved the recommended salary adjustments and any associated salary increases, which will be absorbed through their respective budgets. Budget adjustments are not required.

The creation of a Public Information Supervisor job classification will have no immediate upfront costs to the Department(s). Department(s) will add this position(s) to their budget via a Classification Transaction Request at a later date. However, the cost to add one Public Information Supervisor position is approximately \$130,174 for FY 22/23, which includes salary and benefits. The cost for the FY 23/24 will be approximately \$161,168, which includes salary and benefits.

The creation of a Department Public Information Officer I job classification will have no immediate upfront costs to the Department(s). Department(s) will add this position(s) to their budget via a Classification Transaction Request at a later date. However, the cost to add one Department Public Information Officer I position is approximately \$140,588 for FY 22/23, which includes salary and benefits. The cost for the FY 23/24 will be approximately \$174,061, which includes salary and benefits.

The cost to add one Department Public Information Officer II position to the Fire Department is approximately \$159,684 for FY 22/23, which includes salary and benefits. The cost for the next FY 23/24 will be approximately \$197,703 and includes benefits. The Department has indicated that the cost of the position will come from Contract Reimbursement (41%), Structural Fire Taxes & Prop 172 (39%), and General Fund (20%) and will not require a budget adjustment.

**ATTACHMENTS**

1. Resolution No. 440-9284
2. Public Information Officer External Market Review
3. 2015 Form-11 establishing a District Attorney Information Specialist job classification
4. Public Information Specialist External Market Review
5. Public Information Supervisor Class Specification
6. Department Public Information Officer I Class Specification
7. Department Public Information Officer II Class Specification
8. Department Public Information Officer I External Market Review

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STATE OF CALIFORNIA

*Meghan Hahn*  
Meghan Hahn, Senior Management Analyst 8/18/2022



# Attachment 1

1 RESOLUTION NO. 440-9284

2  
3 BE IT RESOLVED by the Board of Supervisors of the County of Riverside, State of California, in  
4 regular session assembled on August 30, 2022, that pursuant to Section 3(a)(iv) of Ordinance No. 440, the  
5 Director of Human Resources is authorized to amend the Class and Salary Listing of Ordinance No. 440,  
6 operative at the beginning of the pay period following the date of approval, as follows:

7

<u>Job Code</u>	<u>+/-</u>	<u>Class Title</u>	<u>Salary Plan/Grade</u>
8 74457	+	Department Public Information Officer I	MRP 338
9 74458	+	Department Public Information Officer II	MRP 382
10 74456	+	Public Information Supervisor	SEUS 697

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16 BE IT FURTHER RESOLVED that pursuant to Section 3(c)(ii) of Ordinance No. 440, the Director  
17 of Human Resources is authorized to add the following classification(s) to Appendix II operative the  
18 beginning of the pay period following approval, as follows:

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<u>Job Code</u>	<u>+/-</u>	<u>Class Title</u>
20 74457	+	Department Public Information Officer I
21 74458	+	Department Public Information Officer II

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1 BE IT FURTHER RESOLVED that pursuant to Section 8(c) of Ordinance No. 440, the Director of  
2 Human Resources is authorized to amend the Class and Salary Listing of Ordinance No. 440, operative at  
3 the beginning of the pay period following the date of approval, as follows:

4	5		From Salary	To Salary
	<u>Job Code</u>	<u>Class Title</u>	<u>Plan/Grade</u>	<u>Plan/Grade</u>
6	37878	District Attorney Communications Manager	MRP 281	MRP 282
7	74543	District Attorney Information Officer	MCO 625	MCO 670
8	74550	District Attorney Information Specialist	MCO 552	MCO 640
9	74460	Public Information Officer	XMB 187	XMB 234
10	74233	Public Information Specialist	SEU 414	SEU 415
11	74215	Public Information Specialist - CE	MCO 371	MCO 560
12	85096	Public Information Specialist - Parks	PKG 306	PKG 307
13	13825	Public Safety Information Specialist	SEU 322	SEU 415
14	74234	Senior Public Information Specialist	SEU 482	SEU 483
15	74459	Senior Public Information Specialist - CE	MCO 514	MCO 590
16	13831	Sheriff's Public Information Manager	XMB 187	MRP 568

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18 ROLL CALL:

19 Ayes: Spiegel, Jeffries, Washington, Perez and Hewitt  
20 Nays: None  
21 Absent: None  
22 Abstained:

23 The foregoing is certified to be a true copy of a resolution duly adopted by said Board of Supervisors on the date therein set forth.

24 Kecia R. Harper, Clerk of said Board

25 By   
26 Deputy

# Attachment 2

# External Market Survey Data

Classification Name: **Public Information Officer**

Riv Co Class Code: 74460

## Market Research

## Survey Data

Jurisdiction	Title	Job Code	Min Salary	Max Salary	Spread	Midpoint	Outlier	HASC
Los Angeles County	Senior Manager, CEO (UC)	1027	n/a	\$233,921.00	n/a	n/a		
Orange County	Administrative Manager II	8012MA	\$84,531.20	\$150,238.40	n/a	n/a		
San Bernardino County	Public Information Officer	16410	\$126,921.60	\$171,288.00	n/a	n/a		
San Diego County	No Comparable Classification		n/a	n/a	n/a	n/a		
Ventura County	Public Information Officer - E	452	\$112,826.37	\$157,972.40	n/a	n/a		
County Mean:			\$108,093.06	\$178,354.95	65.00%			
County Median:			\$112,826.37	\$164,630.20	45.91%			
<b>Riverside County</b>	<a href="#">Public Information Officer</a>	74460	\$95,374.03	\$161,077.49	68.89%			
Dollar difference from mean:			-\$12,719.03	-\$17,277.46				
Percentage difference from mean:			-\$0.12	-\$0.10				
Dollar difference from median:			-\$17,452.34	-\$3,552.71				
Percentage difference from median:			-\$0.15	-\$0.02				

Notes:

Run Date: 6/8/2022

Date Prepared/Revised: 6/8/2022

By: B. Lee

# Attachment 3

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

634



**FROM:** Human Resources Department

**SUBMITTAL DATE:**  
December 16, 2014

**SUBJECT:** Classification recommendation for a District Attorney Information Specialist job classification, designate the District Attorney Information Officer job classification as At-Will, and amend Ordinance No. 440 pursuant to Resolution No. 440-8986 submitted herewith. [District-All] [Total Cost – \$0] [Source of Funds-Department Budget]

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Approve the addition of a District Attorney Information Specialist job classification, approve the At-Will designation for the District Attorney Information Officer job classification, and amend Ordinance No. 440 pursuant to Resolution No. 440-8986.

**BACKGROUND:**

**Summary**

The following recommendation is the result of a classification request from the Riverside County District Attorney's Office to develop a new job classification, District Attorney Information Specialist. This classification will report to the District Attorney Information Officer and in accordance with the County Management Resolution, both classifications will be designated At-Will.

Michael T. Stock  
Asst. County Executive Officer/  
Human Resources Director

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$ 0	\$ 0	\$ 0	\$ 0	Consent <input type="checkbox"/> Policy <input checked="" type="checkbox"/>
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0	

<b>SOURCE OF FUNDS:</b> Departmental Budget	<b>Budget Adjustment:</b> No
	<b>For Fiscal Year:</b> 2014/2015

**C.E.O. RECOMMENDATION:** APPROVE

BY:   
Samuel Wong

County Executive Office Signature

**MINUTES OF THE BOARD OF SUPERVISORS**

- Positions Added
- Change Order
- A-30
- 4/5 Vote

**Prev. Agn. Ref.:** | **District: All** | **Agenda Number:**

**3-25**

**SUBMITTAL TO THE BOARD OF SUPERVISORS, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA  
FORM 11: Classification recommendation for a District Attorney Information Specialist job  
classification, designate the District Attorney Information Officer job classification as At-Will, and  
amend Ordinance No. 440 pursuant to Resolution No. 440-8986 submitted herewith. [District-All] [Total  
Cost – \$0] [Source of Funds-Department Budget]**

**DATE: December 16, 2014**

**PAGE: 2 of 3**

**BACKGROUND:**

**Summary (continued)**

The District Attorney's mission is to protect the public and serve the community through ethical prosecution of criminal and civil offenses in order to safeguard the rights of victims and witnesses as well as provide civil and criminal prosecution services to law enforcement agencies at the local, state, and federal levels. The District Attorney's Office is comprised of approximately 700 attorneys and support staff which serve the more than two million residents across the vast 7,200 square miles that make up Riverside County. On average, more than 40,000 criminal cases are filed each year and they are one of the largest District Attorney offices in the state.

The District Attorney Public Information Office serves as a liaison between the District Attorney's Office and the members of the public. The Public Information Office represents the District Attorney by attending and speaking publicly at meetings of local government agencies, commissions, and organizations to promote the support of the District Attorney's programs. Incumbents in this unit are primarily charged with the coordination of a public information program, which has been designed to keep the public informed about the operations and objectives of the District Attorney's Office. In order to more adequately serve the public, the District Attorney's Office is reorganizing the structure of the District Attorney Public Information Office to increase efficiency, effectiveness, and the transparency of communication to the residents of the County of Riverside.

The District Attorney's Office is requesting a mid-level management job classification be added to Riverside County's Classification Plan to provide appropriate staffing to meet the needs of the department and ensure quality public services. The District Attorney's Office has historically used the Senior Public Information Specialist job classification to perform these duties, but since the Senior Public Information Specialist is a countywide classification, the scope of duties is inadequate to properly serve the District Attorney's Public Information Office. The District Attorney Information Specialist classification will increase efficiency and transparency of information from the District Attorney's Public Information Office to the citizens of Riverside County.

In order to maintain internal parity, the proposed salary of the District Attorney Information Specialist is approximately 5.5% above the Senior Public Information Specialist and approximately 11% below the District Attorney Information Officer. The District Attorney Information Specialist differs from the Senior Public Information Specialist in that the District Attorney Information Specialist performs highly specialized duties specific to the District Attorney's Office and is designated At-Will.

**Classification Addition:**

**District Attorney Information Specialist:** It is recommended to add this classification to the Class and Salary Listing at salary plan/grade MCO 381/L16 (\$63,098 - \$93,856). This request is only to add the classification and there is no immediate financial impact associated with this request. The new class specification is attached.

**At-Will Designation:**

**District Attorney Information Specialist:** It is recommended that this classification be designated At-Will in accordance with the provisions provided under Article 6, Section 601E (8) of the County Management Resolution and serves at the pleasure of the District Attorney. There is no financial impact to implement this change.



SUBMITTAL TO THE BOARD OF SUPERVISORS, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA  
FORM 11: Classification recommendation for a District Attorney Information Specialist job classification, designate the District Attorney Information Officer job classification as At-Will, and amend Ordinance No. 440 pursuant to Resolution No. 440-8986 submitted herewith. [District-All] [Total Cost – \$0] [Source of Funds-Department Budget]

DATE: December 16, 2014

PAGE: 3 of 3

**District Attorney Information Officer:** It is recommended that this classification be designated At-Will in accordance with the provisions provided under Article 6, Section 601E (8) of the County Management Resolution and serves at the pleasure of the District Attorney. There is no financial impact to implement this change.

**Impact on Residents and Businesses**

Approval of the proposed classification will result in more efficient and effective delivery of information from the District Attorney's Office to the residents of the County of Riverside.

**ATTACHMENTS:**

- A. **Resolution No. 440-8986**
- B. **District Attorney Information Specialist Job Specification**

1 RESOLUTION NO. 440-8986

2  
3 BE IT RESOLVED by the Board of Supervisors of the County of Riverside, State of California, in  
4 regular session assembled on January 6, 2015, that pursuant to Section 3(a)(iv) of Ordinance No. 440, the  
5 Assistant County Executive Officer/Human Resources Director is authorized to amend the Class and  
6 Salary Listing of Ordinance No. 440, operative the beginning of the pay period following approval, as  
7 follows:

<u>Job Code</u>	<u>+/-</u>	<u>Class Title</u>	<u>Salary Plan/Grade</u>
74550	+	District Attorney Information Specialist	MCO 381/L16

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15 BE IT FURTHER RESOLVED that pursuant to Section 3(c)(ii) of Ordinance No. 440, the  
16 Assistant County Executive Officer/Human Resources Director is authorized to add the following  
17 classification(s) to Appendix II, operative at the beginning of the pay period following the date of  
18 approval, as follows:

<u>Job Code</u>	<u>+/-</u>	<u>Class Title</u>
74543	+	District Attorney Information Officer
74550	+	District Attorney Information Specialist



## DISTRICT ATTORNEY INFORMATION SPECIALIST

Class Code: 74550

COUNTY OF RIVERSIDE  
Established Date: Jan 8, 2015  
Revision Date: Jan 8, 2015

### SALARY RANGE

\$30.34 - \$45.12 Hourly  
\$5,258.14 - \$7,821.32 Monthly  
\$63,097.63 - \$93,855.84 Annually

### CLASS CONCEPT:

Under direction, plans, prepares and implements the District Attorney's Public Information Program for the Riverside County District Attorney's Office; informs the public of activities and services of the District Attorney's Office; develops, prepares, and implements specialized and comprehensive public information and education programs mandated by the government or emanating from the organization's goals; and performs other related duties as required.

Positions in this class are identified as the advanced journey level and are characterized by performing the more complex public information functions, such as spokesperson for the District Attorney's Office. Incumbents will report to the District Attorney Information Officer and are responsible for project planning, coordination, and implementation. Certain positions in this class may work more closely with multiple county agencies/departments and outside agencies, and may also augment ongoing public information activities.

The District Attorney Information Specialist class is distinguished from the District Attorney Information Officer by the latter's overall responsibility for the development and implementation of the District Attorney's Public Information Program and for advising, planning, and directing programs for the Riverside County District Attorney's Office.

This class has been designated At-Will by the Board of Supervisors, in accordance with the provisions provided under Article 6, Section 601E (8) of the County Management Resolution and serves at the pleasure of the District Attorney.

**REPRESENTATION UNIT:** Management

### **EXAMPLES OF ESSENTIAL DUTIES:**

(Depending on the area of assignment, duties may include, but are not limited to, the following)

- Establish and maintain regular contact with the media, community groups, and government/private representatives to meet the organization's public information, awareness, and education needs.
- Develop and determine effectiveness of distribution and outreach media plan; make recommendations for modifications as required.
- Write feature articles and media releases on organization's activities, services, programs, and functions; prepare pamphlets and brochures.
- Coordinate release distribution to the media; organize and arrange public information campaigns and press conferences.

- Plan, coordinate, and implement specialized public information and education programs pursuant to informing the public of the organization programs and services.
- Locate and utilize existing resources available for special public information programs; write Requests for Proposals to secure funding for specialized public information and education programs.
- Assist in preparing the program's budget; monitor program expenditures; initiate and answers correspondence related to public inquiries and citizens' problems and complaints.
- Perform public speaking activities; write scripts and use various forms of presentations; coordinate activities with audiovisual specialists, graphic artists, or other related staff.
- Provide writing support to the organization; coordinate and edit the organization's newsletter; may monitor the work of consultants; supervise volunteer staff.

**RECRUITING GUIDELINES:**

Education: Graduation from an accredited college or university with a Bachelor's degree in journalism, communications, English, public relations, public/business administration, or a closely related field. (Additional qualifying experience may be substituted for the education on the basis of one year of full-time experience equaling 30 semester or 45 quarter units of education.)

Experience: Three years of full-time experience in developing and writing printed materials and/or media releases for use in print and electronic media; or in public or community relations which included the dissemination of information to internal and/or external audiences through various communications media.

Knowledge of: Methods of planning, coordinating, and implementing an effective public information program; methods and techniques used in planning press conferences; techniques in developing and producing audio-visual presentations; styles and techniques in speech writing.

Ability to: Complete assignments within strict time constraints; evaluate and apply government regulations to program planning; maintain confidentiality of sensitive information; establish and maintain effective working relations with staff, public, and representatives from outside agencies; coordinate public information and education programs with other jurisdictions; coordinate the activities of audio-visual specialists, graphic artists, or other specialists in preparing public information medium; recognize problems and develop effective solutions; act independently in converting complex technical information into a meaningful and applicable format for the targeted audience.

**OTHER REQUIREMENTS:**

License: Possession of a valid California Driver's License.

Must be able to pass an extensive background check.

**PRE-EMPLOYMENT:**

All employment offers are contingent upon successful completion of both a pre-employment physical exam, including a drug/alcohol test, and a criminal background investigation, which involves fingerprinting. (A felony or misdemeanor conviction may disqualify the applicant from County employment).

**PROBATIONARY PERIOD:**

As an Approved Local Merit System, all County of Riverside employees, except those serving "At Will," are subject to the probationary period provisions as specified in the applicable Memorandum of Understanding, County Resolution, or Salary Ordinance. Temporary and Per Diem employees serve at the pleasure of the agency/department head.

# Attachment 4

# External Market Survey Data

Classification Name: *Public Information Specialist*

Riv Co Class Code: 74233

## Market Research

## Survey Data

Jurisdiction	Title	Job Code	Min Salary	Max Salary	Spread	Midpoint	Outlier	HASC
Los Angeles County	<a href="#">Public Information Specialist</a>	1608	\$77,181.84	\$104,006.16	n/a	n/a		
Orange County	<a href="#">No comparable class</a>	n/a	n/a	n/a	n/a	n/a		
San Bernardino County	<a href="#">No comparable class</a>	n/a	n/a	n/a	n/a	n/a		
San Diego County	<a href="#">Communications Specialist</a>	2451	\$64,500.80	\$85,654.40	n/a	n/a		
Ventura County	<a href="#">No comparable class</a>	n/a	n/a	n/a	n/a	n/a		
County Mean:			\$70,841.32	\$94,830.28	33.86%			
County Median:			\$70,841.32	\$94,830.28	33.86%			
Riverside County			\$53,286.69	\$80,456.90	50.99%			
			74233					
County Mean:			\$-117,554.63	-\$14,373.38				
County Median:			-\$0.25	-\$0.15				
Dollar difference from Mean:								
Percentage difference from mean:								
Dollar difference from median:			-\$117,554.63	-\$14,373.38				
Percentage difference from median:			-\$0.25	-\$0.15				

Notes:

Run Date: 6/8/2022

Date Prepared/Revised: 6/8/2022

By: B. Lee

# Attachment 5



**PUBLIC INFORMATION SUPERVISOR** Class Code: 74456

COUNTY OF RIVERSIDE  
Established Date: Sep 8, 2022  
Revision Date: Sep 8, 2022

**SALARY RANGE**

\$37.90 - \$53.43 Hourly  
\$6,570.65 - \$9,262.50 Monthly  
\$78,847.81 - \$111,150.00 Annually

**CLASS CONCEPT:**

Under general direction plans, organizes and supervises the preparation and implementation of the public information program for a County agency or large County department; oversees a communications strategy which fosters public understanding, awareness and education of the Agency/Department goals, policies, programs, and services; provides the public, media and internal/external customers with accurate, timely and consistent information; performs other related duties as required.

The Public Information Supervisor is a supervisory level classification and reports to an appropriate management level position. The Public Information Supervisor is characterized by the overall responsibility to oversee and maintain a public information program for a department, including communications, marketing, internet presence, and public affairs. This classification is further characterized by providing professional media and communication strategies in support of public relations events, projects and programs to enhance public awareness of departmental operations and services.

Positions in this class are distinguished from the Senior Public Information Specialist by the supervision and level of responsibility over public information functions.

**REPRESENTATION UNIT:** SEIU – Supervisory

**EXAMPLES OF ESSENTIAL DUTIES:**

(Depending on the area of assignment, duties may include, but are not limited to, the following)

- Supervise the department's public information program, which serves as the primary point of contact for media requests for information.



- Plan, direct and oversee the activities of the public relations staff engaged in the production, development, publication, and broadcast of information of department policies, services and activities to the public and the community.
- Oversee, design and coordinate, the preparation of effective and timely news releases, newsletters and other informational and promotional material concerning departmental activities related to interaction with the media.
- Oversee the development and maintenance of the department's internet presence to effectively communicate services, image and identity.
- Conduct administrative studies of the effectiveness of departmental public affairs and relations initiatives and recommend new and revised policies, procedures and systems designed to improve effectiveness of services and reduce administrative costs in the areas of community coordination, customer relations and marketing strategies.
- Facilitate and ensure the timely, coordinated response on all assignments initiated by the Department Head, including outside requests for information, requests from the Board of Supervisors, communications media, other County departments, and administrative communication with other government agencies.
- Develop and maintain liaisons with representatives from other governmental jurisdictions, community entities, stakeholders, and public agencies to promote positive communications and public image.
- Direct the preparation of written responses to inquiries, complaints and suggestions relative to sensitive or controversial departmental programs incorporating the official management position and factual information obtained from knowledgeable administrative and technical personnel.
- Schedule press conferences, news releases and public service announcements.
- Direct the development and implementation of the most effective and appropriate methods for communicating information to the public and stakeholders, by the use of videos, e-mail, the internet, brochures, news releases, presentations, graphic displays, photos, fact sheets, directories, or other mediums.
- Write speeches and make presentations to the media, community groups and other agency representatives on information regarding Departmental issues, programs and activities.
- Analyze the extent of public understanding of the public education and community outreach programs administered by the department, and determine the need for further public information, community outreach and educational activities.

**RECRUITING GUIDELINES:**

Education: Graduation from an accredited college with a bachelor's degree in journalism, communications, English, public relations, public/business administration, or a closely related field. (Additional qualifying experience may substitute for the education on the basis of one year of full-time experience equaling 30 semester or 45 quarter units of education.)

Experience: Four years of professional experience in journalism, media or public relations composing news articles and providing information to the public as an organization's spokesperson.

Knowledge of: Methods of planning, coordinating and implementing an effective public information program; methods and techniques used in planning press conferences; techniques in developing and producing audio-visual presentations; styles and techniques in speech writing.

Ability to: Complete assignments within strict time constraints; evaluate and apply government regulations to program planning; maintain confidentiality of sensitive information; establish and maintain effective working relationships with staff, public and representatives from outside agencies; coordinate public information and education programs with other jurisdictions; coordinate the activities of audio-visual specialists, graphic artists or other specialists in preparing public information medium; recognize problems and develop effective solutions; act independently in converting complex technical information into a meaningful and applicable format for the targeted audience.

**OTHER REQUIREMENTS:**

License: Possession of a valid California Driver's License.

**PRE-EMPLOYMENT:**

All employment offers are contingent upon successful completion of both a pre-employment physical exam, including a drug/alcohol test, and a criminal background investigation, which involves fingerprinting. (A felony or misdemeanor conviction may disqualify the applicant from County employment.)

**PROBATIONARY PERIOD:**

As an Approved Local Merit System, all County of Riverside employees, except those serving "At Will," are subject to the probationary period provisions as specified in the applicable Memorandum of Understanding, County Resolution, or Salary Ordinance. Temporary and Per Diem employees serve at the pleasure of the agency/department head.

# Attachment 6



COUNTY OF RIVERSIDE  
Established Date: Sep 8, 2022  
Revision Date: Sep 8, 2022

## DEPARTMENT PUBLIC INFORMATION OFFICER I

Class Code: 74457

### SALARY RANGE

\$39.99 - \$57.71 Hourly  
\$6,932.03 - \$10,003.50 Monthly  
\$83,184.44 - \$120,042.00 Annually

### CLASS CONCEPT:

Under general direction, plans, organizes and manages a comprehensive public information division for a County agency or department; oversees a communications strategy which fosters public understanding, awareness and education of the Agency/Department goals, policies, programs, and services; provides the public, media and internal/external customers with accurate, timely and consistent information; performs other related duties as required.

There are two levels (I and II) with the Department Public Information Officer series, which are generally characterized by their assigned role. Allocation to a level in the series is dependent upon evaluation of the size, structure, complexity, and/or criticality of the public information-type functions that are managed within a department.

The Department Public Information Officer I is the full working level classification of the Department Public Information Officer series and reports to the Agency/Department Head or an appropriate executive management level position. This classification manages a public information division that, due to its budget, size or level of staff, the diversity/difficulty of functions managed, and the nature of the public information-related duties performed, is considered small to moderate. The Department Public Information Officer I is distinguished from the next higher-level class of Department Public Information Officer II in that the latter directs the largest, most diverse and complex public information-related programs based on the budget size, staffing levels and difficulty of program functions.

The Department Public Information Officer I is characterized by the overall responsibility to direct and maintain a public information program for a department, including communications, marketing, internet presence, and public affairs. This classification is further characterized by the high-level of independent judgement and discretion in advising management on public relations matters, and providing professional media and communication strategies in support of public relations events, projects and programs to enhance public awareness of departmental operations and services.

Positions in this class are distinguished from the Public Information Supervisor by the management and level of responsibility over public information functions. The Department Public Information Officer series is further distinguished from the Public Information Officer by the latter's complete responsibility for advising, planning and directing programs for the Board of Supervisors, County officials and department heads. Additionally, the Department Public Information Officer is further distinguished from both the District Attorney Community and Government Relations Officer and Sheriff's Public Information Manager by the latter's overall responsibility for directing a public information division for a large, complex and highly political departments.

This class has been designated At-Will by the Board of Supervisors, in accordance with the provisions provided under Article 6, Section 601E (8) of the County Management Resolution and serves at the pleasure of the Agency/Department Head.

This class has been deemed eligible for the Performance Recognition Plan as set forth under Article 3, Section 311 of the County Management Resolution. Program eligibility requires employees to be in a leadership position, manage other employees or programs, and have significant influence on the achievement of organizational objectives.

**REPRESENTATION UNIT:** Management Resolution - Management

**EXAMPLES OF ESSENTIAL DUTIES:**

(Depending on the area of assignment, duties may include, but are not limited to, the following)

- Manage the department's public information program, which serves as the primary point of contact for media requests for information.
- Plan, direct and oversee the activities of the public relations staff engaged in the production, development, publication, and broadcast of information of department policies, services and activities to the public and the community.
- Oversee, design and coordinate the preparation of effective and timely news releases, newsletters and other informational and promotional material concerning departmental activities related to interaction with the media.
- Oversee the development and maintenance of the department's internet presence to effectively communicate services, image and identity.
- Serve as the liaison between departmental executive management and the Board of Supervisors, various public and private agencies, community organizations and customers, the Executive Office, and various County departments for the investigation and response to public relations and media related issues, inquiries and complaints of a sensitive or controversial nature having potential for media coverage and community concern.
- Serve as part of the department's executive management team to set strategic direction for public affairs and relations initiatives; formulate, develop and implement public relations, media communications and community outreach strategies, initiatives, objectives, and policies; maintain a proactive relationship with the Board of Supervisors, public and private

entities, and communications media; provide a positive department image through the internet to enhance the department's service image.

- Conduct administrative studies of the effectiveness of departmental public affairs and relations initiatives and recommend new and revised policies, procedures and systems designed to improve effectiveness of services and reduce administrative costs in the areas of community coordination, customer relations and marketing strategies.
- Facilitate and ensure the timely, coordinated response on all assignments initiated by the Department Head, including outside requests for information, requests from the Board of Supervisors, communications media, other County departments, and administrative communication with other government agencies.
- Develop and maintain liaisons with representatives from other governmental jurisdictions, community entities, stakeholders, and public agencies to promote positive communications and public image.
- Direct the preparation of written responses to inquiries, complaints and suggestions relative to sensitive or controversial departmental programs incorporating the official management position and factual information obtained from knowledgeable administrative and technical personnel.
- Formulate policies and procedures related to the department's public information programs; plan and administer communication activities by developing and maintaining a proactive communications program with the public, communications media and through the internet to enhance the department's service image.
- Schedule press conferences, news releases and public service announcements.
- Direct the development and implementation of the most effective and appropriate methods for communicating information to the public and stakeholders, by the use of videos, e-mail, the internet, brochures, news releases, presentations, graphic displays, photos, fact sheets, directories, or other mediums.
- Write speeches and make presentations to the media, community groups and other agency representatives on information regarding Departmental issues, programs and activities.
- Consult with executive management, division managers, County departments, and public and community entities regarding immediate and long-range publicity and public information plans and public service programs; advise executive management in the formulation of immediate and long-range policies and programs.
- Analyze the extent of public understanding of the public education and community outreach programs administered by the department, and determine the need for further public information, community outreach and educational activities.
- Direct and oversee activities of outside consultants in the development and production of community liaison work and special media projects.

- Negotiate partnerships and contractual agreements with private/public entities to implement community and outreach projects.

**RECRUITING GUIDELINES:**

Education: Graduation from an accredited college with a bachelor's degree in journalism, communications, English, public relations, public/business administration, or a closely related field. (Additional qualifying experience may substitute for the education on the basis of one year of full-time experience equaling 30 semester or 45 quarter units of education.)

Experience: Four years of professional experience in journalism, media or public relations composing news articles and providing information to the public as an organization's spokesperson.

Knowledge of: Methods of planning, coordinating and implementing an effective public information program; methods and techniques used in planning press conferences; techniques in developing and producing audio-visual presentations; styles and techniques in speech writing.

Ability to: Complete assignments within strict time constraints; evaluate and apply government regulations to program planning; maintain confidentiality of sensitive information; establish and maintain effective working relationships with staff, public and representatives from outside agencies; coordinate public information and education programs with other jurisdictions; coordinate the activities of audio-visual specialists, graphic artists or other specialists in preparing public information medium; recognize problems and develop effective solutions; act independently in converting complex technical information into a meaningful and applicable format for the targeted audience.

**OTHER REQUIREMENTS:**

License: Possession of a valid California Driver's License.

**PRE-EMPLOYMENT:**

All employment offers are contingent upon successful completion of both a pre-employment physical exam, including a drug/alcohol test, and a criminal background investigation, which involves fingerprinting. (A felony or misdemeanor conviction may disqualify the applicant from County employment.)

**PROBATIONARY PERIOD:**

As an Approved Local Merit System, all County of Riverside employees, except those serving "At Will," are subject to the probationary period provisions as specified in the applicable Memorandum of Understanding, County Resolution, or Salary Ordinance. Temporary and Per Diem employees serve at the pleasure of the agency/department head.

# Attachment 7





**DEPARTMENT PUBLIC  
INFORMATION OFFICER II**

Class Code: 74458

COUNTY OF RIVERSIDE  
Established Date: Sep 8, 2022  
Revision Date: Sep 8, 2022

**SALARY RANGE**

\$42.36 - \$65.55 Hourly  
\$7,342.45 - \$11,362.29 Monthly  
\$88,109.42 - \$136,348.37 Annually

**CLASS CONCEPT:**

Under general direction, plans, organizes and manages a comprehensive public information division for a County agency or department; oversees a communications strategy which fosters public understanding, awareness and education of the Agency/Department goals, policies, programs, and services; provides the public, media and internal/external customers with accurate, timely and consistent information; performs other related duties as required.

There are two levels (I and II) with the Department Public Information Officer series, which are generally characterized by their assigned role. Allocation to a level in the series is dependent upon evaluation of the size, structure, complexity, and/or criticality of the public information-type functions that are managed within a department.

The Department Public Information Officer II is the advanced level classification of the Department Public Information Officer series and reports to the Agency/Department Head or an appropriate executive management level position. This classification manages a public information division that, due to its budget, size or level of staff, the diversity/difficulty of functions managed, and the nature of the public information-related duties performed, is considered moderate to large. The Department Public Information Officer II differs from the Department Public Information Officer I in that the former directs the largest, most diverse and complex public information-related programs based on the budget size, staffing levels and difficulty of program functions.

The Department Public Information Officer II is characterized by the overall responsibility to direct and maintain a public information program for a department, including communications, marketing, internet presence, and public affairs. This classification is further characterized by the high-level of independent judgement and discretion in advising management on public relations matters, and providing professional media and communication strategies in support of public relations events, projects and programs to enhance public awareness of departmental operations and services.

Positions in this class are distinguished from the Public Information Supervisor by the management and level of responsibility over public information functions. The Department Public Information Officer series is further distinguished from the Public Information Officer by the latter's complete responsibility for advising, planning and directing programs for the Board of Supervisors, County officials and department heads. Additionally, the Department Public Information Officer is further distinguished from both the District Attorney Community and Government Relations Officer and Sheriff's Public Information Manager by the latter's overall responsibility for directing a public information division for a large, complex and highly political departments.

This class has been designated At-Will by the Board of Supervisors, in accordance with the provisions provided under Article 6, Section 601E (8) of the County Management Resolution and serves at the pleasure of the Agency/Department Head.

This class has been deemed eligible for the Performance Recognition Plan as set forth under Article 3, Section 311 of the County Management Resolution. Program eligibility requires employees to be in a leadership position, manage other employees or programs, and have significant influence on the achievement of organizational objectives.

**REPRESENTATION UNIT:** Management Resolution - Management

**EXAMPLES OF ESSENTIAL DUTIES:**

(Depending on the area of assignment, duties may include, but are not limited to, the following)

- Manage the department's public information program, which serves as the primary point of contact for media requests for information.
- Plan, direct and oversee the activities of the public relations staff engaged in the production, development, publication, and broadcast of information of department policies, services and activities to the public and the community.
- Oversee, design and coordinate the preparation of effective and timely news releases, newsletters and other informational and promotional material concerning departmental activities related to interaction with the media.
- Oversee the development and maintenance of the department's internet presence to effectively communicate services, image and identity.
- Serve as the liaison between departmental executive management and the Board of Supervisors, various public and private agencies, community organizations and customers, the Executive Office, and various County departments for the investigation and response to public relations and media related issues, inquiries and complaints of a sensitive or controversial nature having potential for media coverage and community concern.
- Serve as part of the department's executive management team to set strategic direction for public affairs and relations initiatives, formulate, develop and implement public relations, media communications and community outreach strategies, initiatives, objectives, and policies; maintain a proactive relationship with the Board of Supervisors, public and private

entities, communications media, and provide a positive department image through the internet to enhance the department's service image.

- Conduct administrative studies of the effectiveness of departmental public affairs and relations initiatives and recommend new and revised policies, procedures and systems designed to improve effectiveness of services and reduce administrative costs in the areas of community coordination, customer relations, and marketing strategies.
- Facilitate and ensure the timely, coordinated response on all assignments initiated by the Department Head, including outside requests for information, requests from the Board of Supervisors, communications media, other County departments, and administrative communication with other government agencies.
- Develop and maintain liaisons with representatives from other governmental jurisdictions, community entities, stakeholders, and public agencies to promote positive communications and public image.
- Direct the preparation of written responses to inquiries, complaints and suggestions relative to sensitive or controversial departmental programs incorporating the official management position and factual information obtained from knowledgeable administrative and technical personnel.
- Formulate policies and procedures related to the department's public information programs; plan and administer communication activities by developing and maintaining a proactive communications program with the public, communications media and through the internet to enhance the department's service image.
- Schedule press conferences, news releases and public service announcements.
- Direct the development and implementation of the most effective and appropriate methods for communicating information to the public and stakeholders, by the use of videos, e-mail, the internet, brochures, news releases, presentations, graphic displays, photos, fact sheets, directories, or other mediums.
- Write speeches and make presentations to the media, community groups and other agency representatives on information regarding Departmental issues, programs and activities.
- Consult with executive management, division managers, County departments, and public and community entities regarding immediate and long-range publicity and public information plans and public service programs; advise executive management in the formulation of immediate and long-range policies and programs.
- Analyze the extent of public understanding of the public education and community outreach programs administered by the department, and determine the need for further public information, community outreach and educational activities.
- Direct and oversee activities of outside consultants in the development and production of community liaison work and special media projects.

- Negotiate partnerships and contractual agreements with private/public entities to implement community and outreach projects.

**RECRUITING GUIDELINES:**

Education: Graduation from an accredited college with a bachelor's degree in journalism, communications, English, public relations, public/business administration, or a closely related field. (Additional qualifying experience may substitute for the education on the basis of one year of full-time experience equaling 30 semester or 45 quarter units of education.)

Experience: Five years of professional experience in journalism, media or public relations composing news articles and providing information to the public as an organization's spokesperson.

Knowledge of: Methods of planning, coordinating and implementing an effective public information program; methods and techniques used in planning press conferences; techniques in developing and producing audio-visual presentations; styles and techniques in speech writing.

Ability to: Complete assignments within strict time constraints; evaluate and apply government regulations to program planning; maintain confidentiality of sensitive information; establish and maintain effective working relationships with staff, public and representatives from outside agencies; coordinate public information and education programs with other jurisdictions; coordinate the activities of audio-visual specialists, graphic artists or other specialists in preparing public information medium; recognize problems and develop effective solutions; act independently in converting complex technical information into a meaningful and applicable format for the targeted audience.

**OTHER REQUIREMENTS:**

License: Possession of a valid California Driver's License.

**PRE-EMPLOYMENT:**

All employment offers are contingent upon successful completion of both a pre-employment physical exam, including a drug/alcohol test, and a criminal background investigation, which involves fingerprinting. (A felony or misdemeanor conviction may disqualify the applicant from County employment.)

**PROBATIONARY PERIOD:**

As an Approved Local Merit System, all County of Riverside employees, except those serving "At Will," are subject to the probationary period provisions as specified in the applicable Memorandum of Understanding, County Resolution, or Salary Ordinance. Temporary and Per Diem employees serve at the pleasure of the agency/department head.

# Attachment 8

# External Market Survey Data

Classification Name: Department Public Information Officer I  
Market Research

Riv Co Class Code: n/a

Survey Data

Jurisdiction	Title	Job Code	Min Salary	Max Salary	Spread	Midpoint	Outlier	HASC
Los Angeles County	<a href="#">Departmental Public Affairs Manager</a>	1027	\$126,174.72	\$196,226.88	n/a	n/a	e	
Orange County	N/A	n/a	n/a	n/a	n/a	n/a		
San Bernardino County	<a href="#">Deputy Public Information Officer</a>	16411	\$81,640.00	\$110,656.00	n/a	n/a		
San Diego County	<a href="#">Group Communications Officer</a>	2374	\$66,268.80	\$114,649.60	n/a	n/a		
Ventura County	<a href="#">Agency Public Information Officer I</a>	452	\$67,210.71	\$94,095.00	n/a	n/a		
Ventura County	<a href="#">Agency Public Information Officer II</a>	453	\$83,640.00	\$117,096.00	n/a	n/a		
Ventura County	<a href="#">Agency Public Information Officer III</a>	454	\$97,231.50	\$136,124.10	n/a	n/a		
	County Mean:		\$79,198.20	\$114,524.14	44.60%			
	County Median:		\$81,640.00	\$114,649.60	40.43%			

Riverside County

Department Public Information Officer I

n/a

Dollar difference from Mean:  
Percentage difference from mean:  
Dollar difference from median:  
Percentage difference from median:

Notes:

Run Date: 4/8/2021

Date Prepared/Revised: 6/3/2022

By: B. Lee

10:46

# Riverside County Board of Supervisors Request to Speak

Submit request to Clerk of Board (right of podium), Speakers are entitled to three (3) minutes, subject to Board Rules listed on the reverse side of this form.

SPEAKER'S NAME: DAVID SAMAK

Address: Box 3777

City: FULLERTON Zip: 92834

Phone #: 714-855-8591 3.32  
33.2

Date: 8-30-22 Agenda # 32

**PLEASE STATE YOUR POSITION BELOW:**

**Position on "Regular" (non-appealed) Agenda Item:**

       Support            Oppose           Neutral

**Note:** If you are here for an agenda item that is filed for "Appeal", please state separately your position on the appeal below:

       Support           Oppose           Neutral

I give my 3 minutes to: \_\_\_\_\_

# BOARD RULES

## **Requests to Address Board on "Agenda" Items:**

You may request to be heard on a published agenda item. Requests to be heard must be submitted to the Clerk of the Board before the scheduled meeting time.

## **Requests to Address Board on items that are "NOT" on the Agenda/Public Comment:**

Notwithstanding any other provisions of these rules, a member of the public shall have the right to address the Board during the mid-morning "Oral Communications" segment of the published agenda. Said purpose for address must pertain to issues which are under the direct jurisdiction of the Board of Supervisors. YOUR TIME WILL BE LIMITED TO THREE (3) MINUTES. Donated time is not permitted during Public Comment.

## **Power Point Presentations/Printed Material:**

Speakers who intend to conduct a formalized Power Point presentation or provide printed material must notify the Clerk of the Board's Office by 12 noon on the Monday preceding the Tuesday Board meeting, insuring that the Clerk's Office has sufficient copies of all printed materials and at least one (1) copy of the Power Point CD. Copies of printed material given to the Clerk (by Monday noon deadline) will be provided to each Supervisor. If you have the need to use the overhead "Elmo" projector at the Board meeting, please ensure your material is clear and with proper contrast, notifying the Clerk well ahead of the meeting, of your intent to use the Elmo.

## **Individual Speaker Limits:**

**Individual speakers are limited to a maximum of three (3) minutes.** Please step up to the podium when the Chairman calls your name and begin speaking immediately. Pull the microphone to your mouth so that the Board, audience, and audio recording system hear you clearly. Once you start speaking, the "green" podium light will light. The "yellow" light will come on when you have one (1) minute remaining. When you have 30 seconds remaining, the "yellow" light will begin to flash, indicating you must quickly wrap up your comments. Your time is up when the "red" light flashes. The Chairman adheres to a strict three (3) minutes per speaker. *Note: If you intend to give your time to a "Group/Organized Presentation", please state so clearly at the very bottom of the reverse side of this form.*

## **Group/Organized Presentations:**

Group/organized presentations with more than one (1) speaker will be limited to nine (9) minutes at the Chairman's discretion. The organizer of the presentation will automatically receive the first three (3) minutes, with the remaining six (6) minutes relinquished by other speakers, as requested by them on a completed "Request to Speak" form, and clearly indicated at the bottom of the form.

## **Addressing the Board & Acknowledgement by Chairman:**

The Chairman will determine what order the speakers will address the Board, and will call on all speakers in pairs. The first speaker should immediately step to the podium and begin addressing the Board. The second speaker should take up a position in one of the chamber aisles in order to quickly step up to the podium after the preceding speaker. This is to afford an efficient and timely Board meeting, giving all attendees the opportunity to make their case. Speakers are prohibited from making personal attacks, and/or using coarse, crude, profane or vulgar language while speaking to the Board members, staff, the general public and/or meeting participants. Such behavior, at the discretion of the Board Chairman, may result in removal from the Board Chambers by Sheriff Deputies.