



**San Diego County**  
**Local Agency Formation Commission**  
 Regional Service Planning | Subdivision of the State of California

**7b**

**AGENDA REPORT**  
 Business | Action

June 3, 2024

**TO:** Commissioners

**FROM:** Keene Simonds, Executive Officer  
 Priscilla Mumpower, Assistant Executive Officer

**SUBJECT:** **Establishing a Communications Associate Position and Related Actions**

**SUMMARY**

The San Diego County Local Agency Formation Commission (LAFCO) will consider approving a new job classification – Communication Associate – along with related staffing actions. The proposed new job classification has been prepared in consultation with the Commission’s contract human resources advisor – Regional Government Services – in line with the conclusion that a new non-management position is needed to provide specified functions that are otherwise displaced among three existing classifications (Administrative Assistant, Executive Assistant, and Analyst I). The responsibilities of the Communication Associate would primarily focus on performing outreach-based tasks including managing the LAFCO website and social media platforms, assisting with noticing and posting agency communications, and serving as a front-line liaison between the public and the balance of LAFCO staff. The proposed wage and benefit package align with that of Analyst I, offering an approximate annual salary range of \$55,000 to \$86,000. It is similarly recommended the Commission modify the approved budgeted staffing allocation for FY 2025 by replacing one of the three open and budgeted Analyst I position with the Communications Associate. No financial impacts are associated with the staff recommendations.

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**BACKGROUND**

**Authorized Positions & Budgeted Staffing in FY2024-2025**

San Diego LAFCO’s job classifications have incrementally evolved and expanded over its 60-year history and currently include 10 authorized positions. All positions are divided between two staffing categories: professional support and administration support. Approved staffing for 2024-2025 includes 8.0 full-time equivalent (FTE) positions covering six of the 10 authorized positions with an overall adopted salary and benefit outlay of \$1.470 million. A summary of all active job classifications and salary ranges paired with current budgeted positions follows.

Authorized + Budgeted Positions (Fiscal Year 2024-2025)			FTE Budgeted	FTE Filled
Title	Minimum Annual Salary	Maximum Annual Salary		
Executive Officer	151,873	269,380	1.00	1.00
Assistant Executive Officer	110,962	181,321	1.00	1.00
Local Government Analyst III	85,159	143,133	0.00	0.00
Local Government Analyst II	65,418	102,925	1.00	1.00
Local Government Analyst I	55,228	86,806	3.00	0.00
GIS Analyst	68,426	104,520	1.00	1.00
Executive Assistant	54,569	87,487	0.00	0.00
Administrative Assistant	51,363	86,345	0.00	0.00
Administrative Aide	45,017	70,688	0.00	0.00
Commission Clerk	60,037	96,227	1.00	1.00
<b>TOTAL</b>			<b>8.00</b>	<b>5.00</b>

As of date, 5.0 of the 8.0 budgeted positions are currently filled. All three budgeted and vacant positions involve the Analyst I. Staff has most recently partnered with Orange County LAFCO in a joint recruitment to fill two of the three Analyst positions. The application filing period concluded May 15, 2024 with interviews being scheduled in June. Should the Commission approve the proposed position staff will proceed with a recruitment to also fill the Communications Associate (internally tied to the third budgeted Analyst I position).

**DISCUSSION**

This item is for San Diego LAFCO to consider establishing a Communications Associate position and includes approving a job classification and compensation plan. The proposed job classification has been drafted with the assistance of contract advisor Cherie Johnson with Regional Government Services (RGS) to better sync with the overall expanded activities of LAFCO and the expected role therein of the job position. This item also involves the Commission considering a corresponding change to the approved staffing allocation set for FY2025 to add the Communications Associate and remove one of the three budgeted and open Analyst I positions. Additional discussion follows.

## Proposed Classification + Duties

The proposed Communications Associate classification has been tailored to delineate responsibilities focused on public outreach to increase and coordinate public engagement. This most notably would include tasking the incumbent with serving as a front-line liaison between the public and LAFCO staff; development of the website and social media content; timely posting of official notices; and promotion of Commission activities on approved social media platforms and the LAFCO website. Eligibility criteria would generally align with the Analyst I specifications with the addition of relevant course work in Marketing, Communications, Journalism, or a closely related field as a qualified four-year college degree. The position specification also allows for a combination of an associate degree with additional years of relevant experience to substitute for a bachelor's degree.

## Proposed Compensation

The proposed wage and benefit package for the Communications Associate mirrors that of an Analyst I, offering an approximate annual salary range of \$55,000 to \$86,000. The benefit package includes medical, dental, and vision coverage as well as pension participation with the San Diego County Employees Retirement Association along with other perks provided through the County of San Diego. The Executive Officer would fill the Communications Associate position within budgeted resources adopted by the Commission for salaries and benefits as part of the 2024-2025 budget and will avoid any new financial impacts while enhancing our organizational capabilities.

## ANALYSIS

The proposed position classification before San Diego LAFCO represents a continued process to modernize our job descriptions to reflect evolving tasks and needs in the organization in step with anticipated recruitment. As detailed above, the proposed position classification has been drafted with the assistance of RGS and draws on their extensive experience in matching agency needs with best practices in placing and retaining good employees. It also readily syncs with the otherwise competitive compensation package currently provided to the Analyst I position. Should the Commission approve and establish the proposed Communications Associate position staff will proceed with a recruitment to fill in early 2024-2025.

## RECOMMENDATION

It is recommended San Diego LAFCO approve the Communications Associate position as detailed along with conforming changes. This recommendation is consistent with taking the actions identified in the proceeding section as Alternate One.

## ALTERNATIVES FOR ACTION

The following alternatives are available to San Diego LAFCO through a single motion:

### Alternative One (recommended):

- a) Approve the Communications Associate position as detailed in Attachment One.
- b) Establish a salary range for the Communications Associate position at \$55,228 to \$86,806 and authorize eligibility for preapproved wage increases and lump sum payments.
- c) Authorize the Executive Officer to update the budgeted staffing schedule in 2024-2025 to reflect the following changes:
  - Reduce Analyst I from 3.0 to 2.0 FTE
  - Add Communications Associate at 1.0 FTE

### Alternative Two:

Continue the item to the next regular meeting and provide direction to staff for additional information as needed.

### Alternative Three:

Take no action.

## PROCEDURES

This item has been placed on San Diego LAFCO's agenda for action as part of the business calendar. The following procedures are recommended in the consideration of this item:

- 1) Receive verbal presentation from staff unless waived.
- 2) Commission discussion.
- 3) Consideration of the staff recommendation.

Respectfully,



Priscilla Mumpower  
Assistant Executive Officer

Attachments:

- 1) Proposed Communications Associate Position Specification

**LOCAL AGENCY FORMATION COMMISSION  
SAN DIEGO COUNTY**

**POSITION SPECIFICATION**

**COMMUNICATIONS ASSOCIATE**

Definition

The Communications Associate is an entry level professional class position responsible for performing a wide range of technical and administrative duties in support of the Commission's public information and outreach activities. The incumbent plans, organizes and coordinates communication activities and promotes Commission initiatives, meetings, and special events; evaluates effective civic engagement strategies for Commission programs and policies.

Typical Tasks

The Communications Associate has responsibility, under the direction of the Executive Officer or Assistant Executive Officer, for supporting the Commission's public information and engagement activities including assisting in the development, coordination and implementation of public outreach strategies, performing specialized duties in developing promotional materials, managing website and social media sites, and development of print collateral and strategic messaging. Incumbent will also be responsible for assisting in preparing, filing, and/or recording official documents; helps to transmit and post public notices and other official announcements; assists in agenda distributions; prepares, edits, and proofreads staff reports; and performs related duties as assigned. The Communications Associate is expected to be self-directed and complete technical and administrative work in support of the Commission.

Knowledge, Skills, and Abilities

The examples of knowledge, skills, and abilities listed in this class specification are representative but not necessarily exhaustive. Management is not precluded from assigning other related functions not listed herein if such functions are a logical assignment for the position.

Knowledge of:

- Public relations and engagement principles, practices, tools and techniques;
- Business and creative writing methods for presentations, letters, newsletters, brochures, social media, and website text;
- Graphic design, photography, and visual presentation techniques, and tools;
- A variety of electronic, social media, and desktop office computer software;
- Standard English language usage, spelling, grammar, punctuation and vocabulary;
- Recent developments, current literature and sources of information related to marketing, communications, media relations, and graphics;
- Pertinent Federal, State and local laws, codes and regulations including LAFCO statute and local rules and policies.

Ability to:

- Identify, plan, organize, and prioritize outreach and communication needs in a diverse municipal government setting;
- Collect, evaluate, analyze relevant information;
- Make recommendations and implement appropriate course of action;
- Learn and adapt to new technologies and stay informed;
- Operate and use modern office equipment including computers, web-based programs and software applications;
- Establish and maintain filing, record keeping and tracking systems;
- Work under steady pressure with frequent interruptions and a high degree of public contact by phone, email, or in person;
- Work independently in the absence of supervision;
- Understand and effectively follow oral and written instructions;
- Communicate both orally and in writing in a clear, concise and positive manner;
- Establish and maintain effective working relationships;
- Perform a range of technical, programmatic, and administrative duties.

Distinguishing Characteristics and Tasks:

- Develop website content, print collateral and social media messaging;
- Perform timely updates to the website and social media accounts;
- Assist in the development and monitoring of strategies and goals for targeted public outreach and to enhance and encourage public engagement;
- Utilize multi-media multi-level web-based programs, social media platforms, and software applications to accomplish outreach plans;
- Promote and execute advertising, public relations and outreach plans;
- Produce, coordinate, and share publications, videos, web content, presentations, and other informational materials;
- Assist with drafting, reviewing, proofreading, and/or posting official notices, public announcements, meeting materials or other informational materials;
- Post notices on social media, website, and physical locations (as appropriate);
- Meet with staff to determine key messages and themes;
- Attend and participate in public and professional group meetings and record notes;
- Coordinate translation services for staff and members of the public;
- Serve as liaison between the public and LAFCO staff on a day to day as well as on community outreach strategies and in communicating key messaging;
- Engage with public members and agency or community group leaders via email, phone, in person and via social media on behalf of the Commission;
- Serve as the initial point of contact in office for incoming persons and phone calls;
- Stay abreast of new trends and innovations in the field of marketing, communications, graphics, design software and public information methods.

## Qualifications

Education, training, and/or experience that demonstrates possession of the knowledge, skills, and abilities listed above. A typical way to obtain the qualifying education and experience follows:

### Education/Training:

A bachelor's degree from an accredited college or university with major course work in Marketing, Communications, Journalism, or a closely related field is preferred. Graduation from an accredited community college with a related associate degree and additional years of relevant experience may substitute for a bachelor's degree.

### Experience:

At least one year of relevant technical and administrative support experience in program outreach, organizational communications, community relations or related field. Customer service experience is preferred.

### Special Knowledge and Skills Required:

Comprehension of government organization, procedures, and operations and how they interrelate with office procedures and goals; proficiency with Word, Excel, Access, or other similar computer programs; ability to perform detail-oriented work; ability to balance multiple assignments and deliverables while adhering to deadlines and priorities for time-sensitive tasks; knowledge of various social media/website platforms (e.g., LinkedIn, Instagram, YouTube, Twitter/X, etc.) and management tools, uses, and content creation.

## Licenses and Certificates

All licenses and certificates must be maintained as a condition of employment.

- A valid appropriate California driver's license may be required.
- Maintain a satisfactory driving record.

## Special Requirements

Essential duties require the following physical skills, abilities, and work environment:

***Physical Skills:*** Able to use standard office equipment, including a computer and other electronic equipment; arm, hand, finger, wrist, leg, or foot motion repetitively; firmly or lightly grasp items as needed; sit for extended periods; stand, walk, kneel, and maintain sustained posture in a seated or standing position for prolonged periods of time; vision to read printed materials, a computer screen, and to work in a typical office environment; hearing and speech to communicate in person, over the telephone, and to make public presentations; lift and carry 30 pound boxes, files, and materials.

Ability to: Travel to different sites and locations; drive safely to different sites and locations; work protracted and irregular or unusual hours for meeting attendance (including evening meetings) or participation in specific projects or programs.

Work Environment: Mobility to work in a typical office setting.

Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications may not include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the final qualifications of incumbents within the position.

Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisor or by law.

Background Investigation

Prior to appointment, candidates will be subject to a background investigation.

Approved:	May 2024
Revision Dates:	
Former Titles:	
Status:	Non-Exempt/Administrative
ADA Review:	
DOT:	No
Physical:	No