

**CITY OF SAN MATEO  
RESOLUTION NO. \_\_ (2024)**

**APPROVING THE CLASSIFICATION UPDATES IN  
THE CITY MANAGER'S OFFICE AND POLICE DEPARTMENT**

WHEREAS, pursuant to the San Mateo Municipal Code Section 2.57.030(d), approval of new classifications and related job specifications, salary schedules, compensation changes, elimination or reinstatement of positions, reallocation of positions, reclassifications, and revisions of job specifications must be approved by City Council Resolution; and

WHEREAS, the proposed updates as detailed below will allow the Communications Program team to provide increased coverage of the day-to-day communication needs of the City Manager's office, and City departments without assigned communications staff, and will help the Police Department streamline processes and enhance recruitment efforts; and

WHEREAS, the proposed job specifications for the classifications of Communications and Engagement Coordinator I-II and Dispatcher are attached hereto as Exhibit A, and incorporated by reference; and

WHEREAS, the proposed salary ranges for the classifications of Communications and Engagement Coordinator I-II and Dispatcher are attached hereto as Exhibit B, and incorporated by reference; and

WHEREAS, the employee associations representing the impacted classifications have been informed of the proposed classification updates and have not brought forth any objections or concerns.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN MATEO, CALIFORNIA, HEREBY RESOLVES that:

1. The classification updates are not subject to California Environmental Quality Act (CEQA Guidelines Section 15061(b)(3)) because it can be seen with certainty that they will not cause a physical change in the environment; and
2. The reallocation of the vacant Communications and Public Relations Analyst to create a new classification Communications and Engagement Coordinator I-II; and
3. The consolidation of the Dispatcher I-II flexibly-staff classification to create a new classification Dispatcher; and
4. The job specifications for the classifications of Communications and Engagement Coordinator I-II and Dispatcher attached hereto as Exhibit A; and
5. The salary ranges for the classifications of Communications and Engagement Coordinator I-II and Dispatcher attached hereto as Exhibit B, are approved.



## **COMMUNICATIONS AND ENGAGEMENT COORDINATOR I-II**

### **DEFINITION**

To coordinate and implement community-based events and programs for a department; to develop content for social media outlets regarding the department and its programs, services, and activities; and perform related work as required.

### **DISTINGUISHING CHARACTERISTICS**

**Communications and Engagement Coordinator I** - This is an entry level technical classification responsible for the coordination of community outreach efforts, including special events, and a variety of social media outlets.

**Communications and Engagement Coordinator II** - Appointment to the higher class requires that the employee be performing substantially the full range of duties for the class and meet the qualification standards for the class. A Communications and Engagement Coordinator II works under general supervision and is expected to perform the entire range of administrative and technical duties requiring a complete knowledge of departmental policies and procedures. Work in this class is distinguished from that of a Communications and Engagement Coordinator I by the greater complexity of the assignments received, by the greater independence with which an incumbent is expected to operate, and by handling more directly public-facing assignments.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives direction from higher level departmental or administrative management personnel.

**EXAMPLES OF ESSENTIAL DUTIES** – Depending upon assignment, duties may include, but are not limited to, the following:

Coordinate, participate in, and organize staff for general resident and business community outreach programs, including community events such as September Nights on B Street, community meetings, and City events.

Participate, plan and provide assistance with community events, meetings (including facilitating and developing agendas), group/tour visits, and activities.

Write, edit, design and produce press releases, public service announcements, brochures, fact sheets and presentations to create public awareness of department activities and events.

Maintain and assist the department's website, social media and technological outreach systems for content and design, ensuring accuracy, consistency and quality.

Take field photographs, including at events, for use in City materials.

Assist in basic press/media correspondence.

Assist in tracking and organizing materials to be printed and mailed, including vendor coordination.

Film live or staged events and edit footage for use in City materials and/or online posting.

Use a variety of software to create visual graphics and marketing materials; may film and edit videos for the department's social digital media presence to ensure content is professional, current and innovative.

Respond to questions and requests for information in person and in writing using professional and best practice methods.

Conduct public presentations to groups of all sizes.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Assist in fostering an environment that embraces diversity, integrity, trust, and respect.

Be an integral team player, which involves flexibility, cooperation, and communication.

Perform related duties as assigned.

## **QUALIFICATIONS**

### **Communications and Engagement Coordinator I**

#### **Knowledge of:**

Graphic design software and digital media tools.

Principles and practices of communication, including writing and editing content for social media, and writing and editing Press Releases.

Department programs and activities.

#### **Ability to:**

Plan, organize and monitor community engagement activities.

Communicate and interact effectively with others; read, understand, interpret and apply rules and regulations; organize and maintain records; meet deadlines; write clear and accurate communications; operate modern office equipment.

Communicate with others both verbally and in writing to assimilate and understand information in a manner consistent with the essential job functions.

Make sound decisions in a manner consistent with the essential job functions.

**Experience and Education:**

Any combination of experience and training that would likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience:**

One year of work experience in public relations or communications.

**Education:**

Equivalent to completion of the twelfth grade, supplemented by college-level courses in communications or a related field.

**Communications and Engagement Coordinator II**

**Knowledge of:**

Graphic design software and digital media tools.

Principles and practices of communication, including writing and editing content for social media.

Department programs and activities.

Basic research techniques.

Principles and practices of organization.

Principles of public event management.

**Ability to:**

Plan, organize, monitor, and direct community engagement activities.

Communicate and interact effectively with others; read, understand, interpret and apply rules and regulations; organize and maintain records; meet deadlines; work independently; write clear and accurate communications; operate modern office equipment.

Operate basic audio-visual equipment.

Communicate with others both verbally and in writing to assimilate and understand information in a manner consistent with the essential job functions.

Make sound decisions in a manner consistent with the essential job functions.

Establish and maintain cooperative working relationships across City departments.

Develop and lead projects of various levels of complexity with support from higher level management staff.

**Experience and Education:**

Any combination of experience and training that would likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience:**

Two years of work experience in public relations, communications, or marketing.

**Education:**

Equivalent to a Bachelor's Degree from an accredited college or university with major work in communications, marketing, public administration or a related field.

**License or Certificate:**

Possession of a valid State of California driver's license and appropriate license classification as required.

**ADA Special Requirements:**

*Essential duties require the following physical skills and work environment:*

Ability to work in a standard office environment; ability to travel and have free range of mobility at a variety of types of sites and locations; must have audio and visual capabilities sufficient to fulfill photography and videography requirements of the role.

ADOPTED CC:	07/15/24
REVISED CC:	
FORMER TITLES:	
BARGAINING UNIT:	GENERAL UNIT
FLSA:	COMMUNICATIONS AND ENGAGEMENT COORDINATOR I - NON-EXEMPT COMMUNICATIONS AND ENGAGEMENT COORDINATOR II – NON-EXEMPT
PERFORMANCE APPRAISAL:	WHITE COLLAR LEADS / PROGRAMS
DOT:	NO
PRE APPT MEDICAL:	NO
SAFETY SENSITIVE:	NO
REQUIRED HARASSMENT PREVENTION TRAINING:	NON-SUPERVISORY
FORM 700:	NO
JOB CODES:	COMMUNICATIONS AND ENGAGEMENT COORDINATOR I – 5484 COMMUNICATIONS AND ENGAGEMENT COORDINATOR II – 5485
ABOLISHED:	
REACTIVATED:	



## **DISPATCHER**

### **DEFINITION**

To receive all incoming calls for police and fire assistance for a number of local jurisdictions and dispatch necessary units using a computer aided dispatch system; to perform a variety of general support duties related to communications activities; and to do related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives immediate supervision from a Dispatch Services Supervisor and Police Technical Services Administrator.

May exercise technical or functional supervision to new employees.

**EXAMPLES OF DUTIES** - Depending upon assignment, duties may include, but are not limited to, the following:

Process emergency calls from the public requesting police, fire, ambulance or other emergency service within a number of local jurisdictions on computer aided dispatch terminal.

Determine nature, location, and priority of emergency; coordinate response of police, fire, ambulance or other emergency units through computer aided mobile data terminals in accordance with established procedures.

Maintain contact with all units on assignment; maintain status and location of police field units and fire units using computer status display.

Answer non-emergency calls; relay information and assistance requests involving other law enforcement and firefighting agencies.

Assist in training new employees in dispatch, including complaint desk and teletype operation.

Operate teletype machine to retrieve information from teletype networks relating to wanted persons, stolen property, vehicle registration, stolen vehicles and other information.

Contact relatives of victims of traffic collisions or crimes for identification of subjects.

Contact district attorney's office, probation officers, state parole officers, police agencies and fire agencies regarding various emergency and non-emergency incidents.

Coordinate countywide roadblocks with the law enforcement agencies during major crime incidents; contact agencies outside the county regarding suspect information.

Perform a variety of record keeping, filing, indexing, and other general clerical work. Test and inspect equipment as required.

Compile statistics on calls received.

Learn and master emerging software technologies.

May testify in court regarding activities leading to legal proceedings.

May act as shift supervisor in the absence of the Senior Dispatcher.

## **QUALIFICATIONS**

### **Knowledge of:**

English usage, spelling, grammar and punctuation.

Standard radio or telephone communications receiving and transmitting equipment. Modern office procedures, methods and computer equipment.

Uses and capabilities of the City's computer aided dispatch system. Standard radio broadcasting procedures and rules.

Procedures and policies pertaining to the dispatching of emergency equipment. Public safety classification codes and computer commands.

### **Ability to:**

Communicate clearly and concisely, both orally and in writing. Learn standard broadcasting procedures and rules.

Learn to operate a sophisticated computer aided dispatch system quickly and accurately. Learn the uses and capabilities of the City's computer aided dispatch system.

Work under pressure, exercise good judgment, and make sound decisions in emergency situations with a minimum amount of supervision.

Learn geographic features and streets within the area served and other user agencies.

Learn department procedures and policies pertaining to the dispatching of City emergency equipment and those of other user agencies.

Effectively elicit information from callers.

Establish and maintain cooperative working relationships with those contacted in the course of work.

Type at a speed necessary for adequate job performance. Understand and follow oral and written instructions.

Learn to operate a computerized dispatch teletype and other office equipment.

Learn public safety classification codes and computer commands. Spell accurately.

Work various shifts as assigned.

Operate a sophisticated computer aided dispatch system quickly and accurately.  
Assist in training new employees.

Operate a computerized dispatch teletype and other office equipment quickly, accurately and, at times, concurrently.

### **Experience and Education Guidelines**

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

#### **Experience:**

Some telephone or dispatch experience is highly desirable.

#### **Education:**

Equivalent to completion of the twelfth grade.

### **License or Certificate**

Verification of successful completion of the P.O.S.T. Entry-Level Dispatcher Selection Test Battery Examination with a minimum passing "T-score" of 48 or higher or verification of successful completion of a CitiCall Examination with a preferred passing score of 50 or higher.

Possession of, or ability to attain, a P.O.S.T. Dispatcher Certificate. This can be accomplished during the course of employment.

### **ADA Special Requirement:**

*Essential duties require the following physical abilities and work environment:*

Ability to work in a standard office environment with some ability to sit for long periods of time, twist, and reach.

ADOPTED CC:	07-15-24
REVISED CC:	
FORMER TITLES:	DISPATCHER I-II
BARGAINING UNIT:	POA-NS
FLSA:	NON-EXEMPT
PERFORMANCE APPRAISAL:	DISPATCHER
DOT:	NO



PRE APPT MEDICAL:	YES
SAFETY SENSITIVE:	YES
FORM 700:	NO
JOB CODES:	4558
ABOLISHED:	

**Exhibit B**

## City of San Mateo – Merit Salary Schedule for Adoption by Council on July 15, 2024

<b>Communications and Engagement Coordinator I (Job Code 5484)</b>				
<b><u>Steps</u></b>	<b><u>Hourly</u></b>	<b><u>Biweekly</u></b>	<b><u>Monthly</u></b>	<b><u>Annual</u></b>
Step 1	46.55	3,723.91	8,068.48	96,821.76
Step 2	48.65	3,893.03	8,434.89	101,218.68
Step 3	50.82	4,065.47	8,808.51	105,702.12
Step 4	53.11	4,249.06	9,206.30	110,475.60
Step 5	55.47	4,438.22	9,616.14	115,393.68

<b>Communications and Engagement Coordinator II (Job Code 5485)</b>				
<b><u>Steps</u></b>	<b><u>Hourly</u></b>	<b><u>Biweekly</u></b>	<b><u>Monthly</u></b>	<b><u>Annual</u></b>
Step 1	51.13	4,088.85	8,859.18	106,310.16
Step 2	53.45	4,274.65	9,261.75	111,141.00
Step 3	55.79	4,464.92	9,674.00	116,088.00
Step 4	58.34	4,666.30	10,110.31	121,323.72
Step 5	60.92	4,874.34	10,561.08	126,732.96

<b>Dispatcher (Job Code 4558)</b>				
<b><u>Steps</u></b>	<b><u>Hourly</u></b>	<b><u>Biweekly</u></b>	<b><u>Monthly</u></b>	<b><u>Annual</u></b>
Step 1	47.58	3,805.05	8,244.27	98,931.24
Step 2	49.64	3,972.46	8,607.00	103,284.00
Step 3	51.90	4,150.98	8,993.78	107,925.36
Step 4	54.22	4,337.23	9,397.33	112,767.96
Step 5	56.69	4,534.58	9,824.92	117,899.04