

Market Summary Results and Recommendation

CURRENT CLASSIFICATION/RANGE	PROPOSED CLASSIFICATION/RANGE	% Change
Economic Development/Marketing Manager NC2E \$5,886 - \$11,801 (BU07)	Marketing and Communications Officer NC2E \$8,842 - \$12,979 (BU07)	10%

**City of Riverside**  
**Marketing and Communications Salary Benchmark Comparisons**  
February, 2017

NAME OF SURVEY AGENCY	Benchmark Job Classification	Unit Designation	JOB MODIFIER	RANGE MINIMUM/ ENTRY STEP	RANGE MAXIMUM/ TOP STEP
City of Anaheim	Not Comparable (Communications Supervisor)				
City of Burbank	Not Comparable (Marketing Manager (Electrical and Utility Services))				
City of Corona	Not Comparable				
City of Costa Mesa	Not Comparable				
City of Escondido	Not Comparable				
City of Fullerton	Not Comparable				
City of Garden Grove	Not Comparable				
City of Glendale	Not Comparable				
City of Huntington Beach	Not Comparable				
City of Long Beach	Not Comparable				
City of Oceanside	Not Comparable				
City of Ontario	Not comparable				
City of Pasadena	Marketing Manager	Management	<	\$9,038	\$11,298
City of Pomona	Not comparable				
County of Riverside	Not Comparable (Marketing Director, Health System; Community Relations Manager)				
County of Riverside	Public Information Officer	Management	>	\$7,335	\$13,160
County of San Bernardino	Public Information Officer	Exempt			
Coachella Valley WD	Not Comparable (Communications and Legislative Director)				
Eastern MWD	Not Comparable (Public Affairs Officer II)				
Imperial Irrigation District	Not Comparable				
LA Dept of Water & Power	Not Comparable (Director of Marketing (including sponsorships and community development))				
Western MWD	Not Comparable				
	Survey Median				\$12,229

**City of Riverside**  
**Organization Design and Job Content Comparisons**  
**Marketing and Communications Officer- February, 2017**

NAME OF SURVEY AGENCY	Benchmark Job Classification	Reporting Relationship & Department	Unit (Senior Management is not a separate unit in these organizations)	Major Areas of Responsibility	JOB MODIFIER	RANGE MINIMUM RATE	RANGE MAXIMUM/ TOP STEP
City of Pasadena	Marketing Manager	Customer Services and Sales Reports to Business Unit Director (Director of Customer Services and Sales). Oversees professional, technical, and customer support staff.	Management Association	Marketing, customer relations, product and services (including electric and water power).	<	\$9,038	\$11,298
County of Riverside	Public Information Officer	Finance- Reports to CEO and Board of Supervisors and supervises professional and administrative staff.	Management Association	County-wide public relations, media, TV production, advertising, and related programs.	>	\$7,335	\$13,160
County of San Bernardino	Public Information Officer	Finance- Reports to Director of Finance. Supervises professional and technical staff.	Management Employees Association	Position reports to CEO and advises CEO and Board of Directors. Oversees public information, media relations, media events.	>	\$8,509	\$11,731
Reference Data	Local Labor Market:						
City of Anaheim	Not Comparable						
City of Brea	Communications and Marketing Manager	Reports to Director of Community Services and to the City Manager.	Management	Marketing, communications, public relations, social media, special events, graphics, and production services (smaller staff and range of operations).	<	\$8,700	\$11,138
City of Rancho Cucamonga	Communications Manager	Reports to the Director of Administrative Services/Deputy City Manager.	Management	Marketing and communications programs.	<	\$7,348	\$9,912
Economic Research Institute	Marketing and Communications Manager	Typically reports to top level Administrative Services, deputy top executive, or top executive position. Rates adjusted to Riverside, CA based on current month and organizational industry and size.	Management	Marketing, communications, social media, special events, graphics, and production services	<	See next row below	See next row below
Economic Research Institute	Marketing and Communications Manager	Public Administration	\$8,674	Advertising, marketing agencies, and business services	<	\$7,639	\$9,823
City of Riverside	Marketing and Communications Officer	Adjusted For Greater Supervision, Scope of Responsibility, and Breadth of Knowledge Requirements	15%	Market Median @ \$11,278 with job evaluation factor adjustments of 15%			\$12,901