

City of Piedmont  
COUNCIL AGENDA REPORT

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DATE: October 6, 2025

TO: Mayor and Council

FROM: Rosanna Bayon Moore, City Administrator

SUBJECT: Consideration of Resolution to Approve Revised Job Classifications for  
Communications Officer and Firefighter/Paramedic Positions

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RECOMMENDATION

It is recommended that the City Council move to approve the attached Resolution Approving Revised Job Classifications for Communications Officer and Firefighter/Paramedic Positions.

BACKGROUND

A job classification is a foundational document for personnel employed by the City of Piedmont. A job classification establishes supervisory arrangements, representative duties, skills and qualifications, the work environment and other features that help to define the workplace. Once a job classification is created, it is best practice to periodically review as agency needs and staffing models evolve over time.

The City of Piedmont Civil Service Commission met on Monday, September 22, 2025, to consider two revised job classifications as follows:

- **Communications Officer** – In March 2025, the City contacted Gallagher (formerly Koff & Associates), a human resources consulting firm specializing in public sector management, to conduct a classification study for the Communications Program Manager classification. The goals of the study were to (1) obtain detailed information about the position, (2) analyze the work assigned to the position to identify the major duties and responsibilities, (3) analyze the current job description and (4) make a recommendation regarding the appropriateness of the current classification allocation of the position relative to the duties performed.

The study revealed that most of the work performed by the incumbent was reflected in the current classification description of Communications Program Manager, however, one area not fully described was work related to community engagement. Gallagher recommended that the classification description be revised to incorporate the position's responsibilities related to community engagement and change the classification title to Communications Officer, in order to be consistent with labor market practices and industry practices. A

change in compensation was not recommended.

- **Firefighter/Paramedic** – Last updated in 2002, this job classification requires updating to align with current responsibilities, professional standards, and the evolving needs of the City. Over the past two decades, significant changes have occurred in fire service operations, emergency medical response, and regulatory requirements. Updating the job classification ensures compliance, provides a more accurate framework for training, recruitment and retention, and establishes clear expectations for performance management. Additionally, the revised job classification will align the position with industry best practices, accurately reflect the knowledge, skills and abilities required today, and support the City's ability to attract and retain highly qualified Firefighter/Paramedics to serve the City.

The Civil Service Commission recommends approval of the two updated job classifications.

#### CITY ATTORNEY REVIEW

The City Attorney has reviewed the staff report.

#### FISCAL IMPACT

None.

#### ATTACHMENTS

- A. Resolution to Approve the Revised Job Classification for the Communications Officer and Firefighter/Paramedic Positions with Exhibit A – Job Classification for the Communications Officer; and Exhibit B – Job Classification for Firefighter/Paramedic

By: Stacy A. Jennings, Human Resources Administrator

RESOLUTION NO. \_\_\_\_\_

RESOLUTION TO APPROVE REVISED JOB CLASSIFICATIONS FOR THE  
COMMUNICATIONS OFFICER AND FIREFIGHTER/PARAMEDIC POSITIONS

WHEREAS, City staff has recommended revising the Communications Officer Classification to precisely align with the scope of job duties and responsibilities;

WHEREAS, City staff has recommended revising the Firefighter/Paramedic Classification to precisely align with the scope of job duties and responsibilities.

**NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Piedmont does hereby resolve, declare, determine and order as follows:**

1. The above recitals are correct and are incorporated into this resolution as findings of the City Council.
2. The revised job classification for Communications Officer, attached hereto as Exhibit "A" is hereby approved.
3. The revised job classification for Firefighter/Paramedic, attached hereto as Exhibit "B" is hereby approved.

[END OF RESOLUTION]



**OCTOBER 2025  
FLSA: EXEMPT**

## **COMMUNICATIONS OFFICER**

### **DEFINITION**

Under general direction, plans, organizes, and executes comprehensive communications and public outreach programs for the City; plans, implements, coordinates, and evaluates public information, community outreach and engagement, and media relations functions and activities; develops Citywide strategic and ongoing communications, social media, branding, and media efforts; prepares a variety of written, oral, and multi-media communications; provides complex and responsible support to the City Administrator in areas of expertise; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the City Administrator. Exercises supervision over communications staff.

### **CLASS CHARACTERISTICS**

This class performs professional planning, organization, review, and evaluation of communications and public outreach activities with significant cross-departmental influence. Performance of the work requires performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility and requires the use of considerable independence, initiative, and discretion within established guidelines.

### **EXAMPLES OF DUTIES** (Illustrative Only)

- Plans, manages, and oversees the daily functions, operations, and activities of the public information, public relations, and communications and community engagement programs.
- Plans and implements strategic communications such as press releases, e-blasts, digital content, brochures, correspondence, and social media posts to disseminate and manage information, in consultation with City management and City Council to promote City initiatives and priorities.
- Provides direction, guidance, and advice to City staff regarding public and media relations, including goals, strategies, tactics, and tools, as appropriate; assists City management and City Council in developing and implementing the most effective approach to communicate with the public and staff about matters of importance and sensitivity.
- Plans, develops, and implements comprehensive communication and public information programs for the City's written, oral, and multi-media communications with the public, news media, social media platforms, and City staff.
- Contributes to the development and management of the City's branding and image; maintains consistency and clarity in messages and branding including review of materials developed by other staff for public distribution and communication programs, projects, and issues of importance to the City.
- Develops and implements a comprehensive media relations program; prepares media information packets regarding City operations and programs; tracks and responds to media

inquiries; acts as media liaison with local and regional media to promote improved communications with press representatives; coordinates information dissemination to the media, community groups, and the public on all subjects relating to City government, services, and programs.

- Provides critical support to citywide alert and warning functions; organizes and updates public information during a local disaster or crisis; serves as the City's Public Information Officer in an active Emergency Operation Center (EOC).
- Develops, manages, and provides oversight of the City's overall social media strategy and presence.
- Assists with the development and implementation of key messaging for the City; plans and develops paper and electronic publications and other communications materials, including talking points, brochures, newsletters, memos, presentations, reports, press releases, advertisements, photography, and other materials; serves as editor for paper/electronic publications; oversees design, content, production, printing, and distribution of all print and electronic materials.
- Provides oversight of the City's external website and intranet; ensures website content is appropriate and aligns with City communication plans, strategies, and website design standards; establishes best practices and guidelines for maintaining the website and other electronic communications, such as social media.
- Creates and implements community engagement strategies and events; researches community needs; meets and speaks with community members; conducts surveys and outreach events and coordinates and facilitates opportunities for public input; incorporates feedback into goal setting and priorities.
- Arranges, promotes, and participates in public events sponsored by the City; organizes activities, displays, and exhibits which foster understanding and good will; plans delivery strategy and makes speeches.
- Establishes and maintains positive working relationships with co-workers, other City employees, other public agencies, community groups, and the public using principles of good public relations and customer service; acts as liaison with the community and represents the City at meetings.
- Supervises communications staff and oversees the operation of the City's government/education access television station.
- Performs related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles, practices, and techniques of public information, community relations, public education, and community engagement and methods of preparing informational materials and disseminating them through various media including social and electronic media.
- Current principles, techniques, and objectives of professional journalistic methods, including research, publication, and presentation.
- Principles and practices for digital content, social media, and other web-based communication tools and technologies.
- Strategic communication principles and practices.

- The AP style guide as a writing reference for press releases, publications, other collateral, and to establish clear branding.
- The requirements of various media used in publicity and promotions work, including video and written media, artwork layout, and report format.
- Records management principles and practices.
- Laws, regulations, municipal codes, ordinances, and resolutions relating to various city administration functions.
- Principles, practices, concepts, functions, and activities of city administration.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Principles and techniques of professional writing including English grammar, spelling, and punctuation.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

**Ability to:**

- Plan, research, organize, coordinate, and implement a variety of centralized communications and public relations programs and projects.
- Develop sound communications and public relations strategies and deliverables.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Interpret and apply laws, regulations, policies, and procedures related to communications and public relations in a municipal environment.
- Analyze complex problems, make decisions rapidly within the scope of authority, and recommend solutions and strategies to City management.
- Research, analyze, evaluate, and implement emergent technologies and methods related to communications and public relations.
- Design, develop, and manage digital content, social media, and other web-based communication tools and technologies.
- Prepare and present information about complex issues in a manner that is easily communicated and understood by a diverse audience.
- Effectively represent the City in meetings with governmental agencies, community groups, various business, professional, and regulatory organizations, and in meetings with individuals.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

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

Equivalent to a bachelor's degree from an accredited college or university with major coursework in journalism, public relations, communications, marketing, or a related field and three (3) years of increasingly responsible experience in journalism, communications, and/or public relations.

**Licenses and Certificates:**

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

**Physical Demands:**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various meeting sites; vision to read printed materials and a computer screen and color vision to review graphics and color documents; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

**Environmental Conditions:**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

**Working Conditions:**

May be required to work a varied schedule of hours, which may include evenings and/or weekends, as needed.



**OCTOBER 2025**  
**FLSA: NON-EXEMPT**

## **FIREFIGHTER-PARAMEDIC**

### **DEFINITION**

Under general supervision of a Fire Lieutenant or Fire Captain, performs all the duties of a Firefighter, including responding to fires, hazardous materials incidents, rescues, and other emergency and non-emergency situations; provides medical services at the EMT-Paramedic level; participates in all other suppression, prevention, inspection, education and related activities to protect life and property; assists in maintaining firefighting apparatus and equipment; performs fire station maintenance; serves in specialized departmental roles as assigned; provides information and assistance to the public; and performs related work as assigned.

### **CLASS CHARACTERISTICS**

This is the entry level in the fire service, qualified to perform all normal fire suppression, advanced medical emergency, hazardous materials and other emergency response activities, and to provide skilled paramedic services. All bargaining unit employees hired after October 1, 2000, are required, as a condition of employment, to satisfy all state-mandated licensing requirements to drive fire apparatus (fire apparatus endorsement), by the end of their probationary period. Successful performance of the work requires a team-oriented individual who takes pride in serving the community, is flexible and a problem-solver, and is able to perform heavy physical work at potential risk to health and safety. This class is distinguished from Firefighter-EMT in that is qualified to provide Emergency Medical Technician-Basic (EMT-B) level medical services in addition to performing the full range of duties as a Firefighter.

### **EXAMPLES OF DUTIES** (Illustrative Only)

- Responds to emergency calls and provides basic and advanced medical treatment and life support techniques within the scope of an Emergency Medical Technician-Paramedic (EMT-P); directs the on-scene work of emergency medical staff; assists in the emergency transportation of patients to medical facilities as required.
- Responds to fire alarms, emergency medical calls at the advanced life support level, emergency rescues, hazardous materials incidents, public service calls or other incidents which require the mitigation of circumstances that may threaten life or property.
- In a fire emergency, fireground suppression, emergency medical, and rehab functions as assigned, including but not limited to hose and ladder evolutions, search and rescue, rooftop operations, medical triage, treatment and transport, physical assessments, rapid intervention crew, and any other fireground duties as assigned.
- Searches and rescues victims from buildings, motor vehicles, water hazards and other locations.
- Contains, isolates and minimizes hazardous materials spills.

- Works closely with other emergency medical, fire and public safety personnel from other agencies, including providing paramedic services; responds to mutual aid situations as required.
- Participates in investigations, clean-up, salvage and overhaul operations.
- Participates in the fire inspections of buildings and properties within the City on a regularly scheduled basis.
- Maintains apparatus and vehicles in a clean and operable condition; performs minor maintenance and repair on equipment; reports the need for major repair.
- Maintains the station and living quarters in a clean and orderly condition; performs minor maintenance on facilities and station equipment.
- Participates in drills and training sessions.
- Develops and maintains effective working relationships with the community; presents a variety of educational and public service programs to children, youth and community groups.
- Performs and coordinates specific program or project areas, such as:
  - Hazardous materials program, EMS supply ordering, and quality assurance/continuous quality insurance;
  - Specialty apparatus acquisition and maintenance;
  - Uniforms and personal protective equipment acquisition and maintenance;
  - Communications equipment acquisition and maintenance;
  - City-wide extinguisher and medical supply program.
- Prepares reports; prepares and maintains logs, records and accurate files.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and practices of fire suppression, containment, rescue, clean-up and salvage.
- Principles and practices of providing emergency medical care at the EMT-P level.
- Practices and techniques of hazardous materials response, containment and clean-up.
- Basic maintenance practices for fire services vehicles, equipment and facilities.
- Applicable laws, codes and ordinances.
- Safety practices and equipment related to the work.
- Computer applications related to the work.
- Techniques of First Aid and CPR.
- Techniques for dealing with and solving the problems presented by a variety of individuals from various socio-economic, cultural and ethnic backgrounds, in person and over the telephone, often in emergency or stressful situations.

### **Skill in:**

- Performing fire suppression and associated rescue and salvage work in a safe and effective manner.
- Applying the mechanics of firefighting and emergency medical care at an EMT-P level.
- Dealing with hazardous materials incidents in conformance with department procedures.
- Making sound, independent decisions in emergency situations.

- Learning the geographic layout of the City and the surrounding areas and the location of various fire suppression utilities.
- Maintaining clear and accurate records, reports and other written materials.
- Interpreting, applying and explaining complex codes, regulations and ordinances.
- Coordinating and carrying out special assignments.
- Understanding and carrying out oral and written directions.
- Entering information into a computer with sufficient speed and accuracy to perform the work.
- Establishing and maintaining effective working relationships with those contacted in the course of the work.

## **Education and Experience:**

### **Entry-Level**

#### **Required:**

- High School Graduate or equivalent to graduation from high school.
- Valid State of California EMT-Paramedic license. In the alternative, applicants with a valid National Registry EMT-Paramedic license may apply but must have a valid State of California EMT-Paramedic license by time of conditional job offer.
- One year working full-time as an EMT-Paramedic on a 9-1-1 ambulance prior to conditional job offer.
- On the Firefighter Candidate Testing Center (FCTC) Statewide Eligibility List or successfully passed a Piedmont Fire Department entry-level written examination.
- Current and valid Cal-JAC Candidate Physical Ability Test (CPAT) card at time of application.

#### **Desirable:**

- Completion of two years of college level course work in fire technology or a related field.
- Completion of an accredited pre-service or recruit Firefighter I Academy.
- California State Fire Marshal Firefighter I Certification.
- Experience as a paid or volunteer firefighter.
- Experience in the US Armed Forces with honorable discharge or current reservist.

### **Lateral Hire**

#### **Required:**

- High School graduate or equivalent to graduation from high school.
- Valid State of California EMT-Paramedic license. Applicants with a valid National Registry EMT-Paramedic license may apply but must have a valid State of California EMT-Paramedic license by time of conditional job offer.
- Passed probation and currently working as a full-time firefighter with a paid professional department or completion of two full seasons (minimum 6 months per season) as a paid seasonal firefighter two calendar years preceding application.
- California State Fire Marshal Firefighter I Certification by time of conditional job offer.
- Experience as a transport EMT-Paramedic.

**Desirable:**

- Completion of two years of college level course work in fire technology or a related field.
- Experience in the US Armed Forces with honorable discharge or current reservist.

**Licenses (all applicants):**

- All applicants:
  - Must possess a valid California Class C driver's license before the final job offer and have a satisfactory driving record.
  - Must obtain valid DMV certification to drive firefighting apparatus prior to completion of the probationary period.
  - By time of assignment to a field position, must obtain and maintain valid emergency medical certifications as required by Alameda County EMS Agency and must maintain Alameda County EMT-Paramedic Accreditation.

**Working Conditions:**

Must be willing to work 48-hour shifts and longer as scheduled by the department. Must be willing and able to report to work outside of normally scheduled hours when needed. Must be able to work with exposure to emergency conditions, including hazardous materials and all weather conditions. Must be willing to deploy on mutual aid assignments lasting up to 21 days. Must consent to and pass a background investigation, including fingerprinting, and a pre-employment physical evaluation.

**Physical Demands:**

Must possess mobility, physical strength and stamina to respond to emergency situations and use all emergency apparatus and lift and move individuals or objects weighing more than 100 pounds; ability to work in a standard office setting and to operate motor vehicles; vision to discern colors and assess emergency situations, including medical incidents, and to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone and radio.

Civil Service Commission: 9/22/25  
City Council: 10/6/25