

**COMMUNICATIONS  
CONFLICT OF INTEREST CODE**

Date of Final Passage:  
10/29/2024  
R-315847

**APPENDIX A  
DESIGNATED POSITIONS, DUTIES AND CATEGORIES**

<b>Position</b>	<b>Duties</b>	<b>Category</b>
Director	Direct the Communications Department. Coordinate with the Mayor's Office, City Council and executive management to develop and implement policies and strategies to disseminate information effectively within the City structure and the public. Serve as the primary policy advisor to departments regarding communication methods and issues. Interface with the public and media regarding high-profile City topics and issues. Develop and implement programs and mechanisms to ensure consideration of public input in City decisions and service provisions. Promote a culture of transparency and effective exchange of information within the City structure. Ensure the currency of the City's communications infrastructure in coordination with the Department of Information Technology and other stakeholders. Prepare budgets and approve expenditures.	1
Deputy Director	Assist the Director with the planning and performance of the Communications Department including implementing policies, strategies and programs to disseminate information and receive feedback from internal and external stakeholders. Respond to internal requests for information to ensure operational compliance. Prepare budgets and approve expenditures. Execute efforts that create a culture of transparency and effective exchange of information within the City structure. Oversee the supervision and development of all staff and participate in hiring new staff. Provide communications support to client departments.	1
Assistant Deputy Director	Coordinate, plan, produce and supervise varied and complex video projects related to citywide activities and departmental needs. Supervise staff, prepare budgets and approve expenditures. Participate in the hiring of staff. Assists the Director and Deputy Director with creating and implementing department policies. Monitor the City's communications infrastructure in coordination with stakeholders to ensure currency.	1
Creative Services Program Coordinator	Coordinate, plan, produce and supervise varied and complex video projects related to citywide activities and departmental needs and coordinate CityTV programming. Supervise staff and assists the Assistant Deputy Director with creating and implementing department policies.	2

Public Records Administration Program Manager	Serve as PRA Liaison for the Mayor's office and distribute all incoming PRA requests to the appropriate City department(s). Communicate with the media on PRA requests directed to Mayoral departments. Serve as Business Process Owner for NextRequest, public records portal. Provide day-to-day guidance and assistance processing all Citywide PRA requests through the NextRequest application. Conduct NextRequest and PRA Compliance training to City staff.	1
Media Services Manager	Respond to the most challenging and sensitive public inquiries and complaints and implement various public information, outreach and education/training programs, campaigns and efforts.	2
Strategic Communications Manager	Assist the Director and Deputy Director with creating and implementing department policies and managing professional staff. Oversee the department media pitch program, media releases and the implementation of the department communications plan.	2
Communications Program Coordinator	Assist the Director and Deputy Director with creating and implementing department policies and managing professional staff. Lead on Citywide media training for subject matter experts and manage and delegate work for client departments.	2
Public Records Administration Program Coordinator	Serve as Lead Point of Contact for City departments receiving PRA requests. Communicate with the public on the receipt, status and completion of PRA requests in compliance with state law. Provide daily guidance and assistance to City staff on processing all Citywide PRA requests.	2
Supervising Public Information Officer	Direct professional staff in developing and implementing various public information, outreach and education/training programs, campaigns and efforts. Review work products. Interface with the public and media regarding highly sensitive City topics and issues.	2
Senior Management Analyst	As assigned, assist in implementing financing plans; prepare, monitor and report budgets; perform financing processes; develop appropriate quantitative models for analyses and forecasts; develop requests for proposals to select consultants and review consultants' work for accuracy, feasibility and reasonableness and track and monitor consultants' costs for specific financing projects/functions; and conduct a variety of financial analyses.	2

Print Shop Supervisor	Supervises publishing services staff; manages and assigns work to staff; ensures staff completes assigned tasks within deadlines and according to work orders by organizing workloads, correcting problems, revising schedules and planning for emergencies; interfaces with the Mayor's Office and external vendors on highly sensitive and/or urgent projects; properly operates all print shop production equipment; evaluates and recommends the best choice of equipment, techniques and materials to complete all printing jobs; manages and maintains print shop inventory; ensures work orders are properly invoiced; and coordinates with Administrative Aide II to ensure invoicing are completed on time.	2
Graphic Communications Manager	Supervises Graphic Designers; manages and assigns work to staff; ensures staff completes assigned tasks within deadlines and according to work orders by organizing workloads, correcting problems, revising schedules and planning for emergencies; ensure staff bills appropriately to the correct internal order number; interfaces with the Mayor's Office and external vendors on highly sensitive and/or urgent requests; provides full service in-house design ready for production; and plans, coordinates and produces complex graphics and other multimedia projects.	2
Consultant/ New Position	<p>As Required. Consultants and new positions shall disclose pursuant to the broadest disclosure category in the code subject to the following limitation:</p> <p>The Communications Director or Deputy Director may determine in writing that a particular consultant or new position, although a "designated position," is hired to perform a range of duties that is limited in scope and thus is not required to fully comply with the disclosure requirements in this section. Such written determination shall include a description of the consultant's or new position's duties and, based upon that description, a statement of the extent of disclosure requirements. The Communications Department Director's or Deputy Director's determination is a public record and shall be retained for public inspection in the same manner and location as this conflict of interest code.</p>	3

**COMMUNICATIONS  
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**DISCLOSURE CATEGORIES**

**CATEGORY 1**

1. Investments and business positions in any business entity either located in or doing business with the City.
2. Income and gifts from sources located in or doing business with the City of San Diego.
3. Interests in real property in the City of San Diego, including property within a two-mile radius of any property owned or used by the City.

**CATEGORY 2**

1. Investments and business positions in any firm or business entity that supplies goods or services to the City, is a tenant of the City, is an adverse party to the City in a legal proceeding or is granted authority by the City to use City facilities.
2. Income and gifts from any person or business entity that supplies goods or services to the City, is a tenant of the City, is an adverse party to the City in a legal proceeding, or is granted authority by the City to use City facilities.
3. Interests in real property owned or used by any person or business entity that supplies goods or services to the City, is a tenant of the City, is an adverse party to the City in a legal proceeding, or is granted authority by the City to use City facilities.

**CATEGORY 3**

Consultants/new positions shall be included in the list of designated employees and shall disclose pursuant to the broadest disclosure category in the code, subject to the following limitation:

The Director may determine in writing that a particular consultant, new position, although a "designated person," is hired to perform a range of duties that is limited in scope and thus is not required to fully comply with the disclosure requirements described in this section. Such written determination shall include a description of the consultant's/new position's duties and, based upon that description, a statement of the extent of disclosure requirements. The Director's determination is a public record and shall be retained for public inspection in the same manner and location as this Conflict of Interest Code.