

**RESOLUTION NO. CC-2507-049**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REDONDO BEACH, CALIFORNIA, AMENDING THE OFFICIAL BOOK OF CLASS SPECIFICATIONS TO CREATE THE POSITION OF SOCIAL MEDIA CONTENT CREATOR AND ADOPTING THE SALARY RANGE FOR THE POSITION**

WHEREAS, pursuant to Sections 2-3.602 and 2-3.603 of Article 6, Chapter 3, Title 2 of the Redondo Beach Municipal Code, the Mayor and City Council of the City of Redondo Beach ("City Council") shall set forth from time to time the Class Titles and Salaries for job classifications; and,

WHEREAS, pursuant to Section 2- 3.502 of Article 5, Chapter 3, Title 2 of the Redondo Beach Municipal Code, the Mayor and City Council shall set forth from time to time the Specifications for job classifications; and

WHEREAS, the Police Department desires to create the new position of Social Media Content Creator to serve under the Police Chief and manage social media accounts for the City; and

WHEREAS, the initial salary range of Social Media Content Creator will be adopted as \$4,736 to \$5,690 per month, and

WHEREAS, the Social Media Content Creator will be assigned to the Management and Confidential Bargaining Unit; and

WHEREAS, it is necessary to amend the Official Book of Class Specifications to reflect such actions of the City Council.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF REDONDO BEACH, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the Official Book of Class Specifications is hereby amended, as reflected in the attached Exhibit "A" relating to creating the Class Specification for the position of Social Media Content Creator.

SECTION 2. This resolution shall take effect immediately upon its adoption by the City Council.

SECTION 3. The City Clerk shall certify to the passage and adoption of this resolution and shall enter the same in the Book of Original Resolutions.

PASSED, APPROVED AND ADOPTED this 1<sup>st</sup> day of July, 2025.

\_\_\_\_\_  
James A. Light, Mayor

APPROVED AS TO FORM:

ATTEST:

\_\_\_\_\_  
Joy A. Ford, City Attorney

\_\_\_\_\_  
Eleanor Manzano, CMC, City Clerk

STATE OF CALIFORNIA                     )  
COUNTY OF LOS ANGELES               ) ss  
CITY OF REDONDO BEACH                )

I, Eleanor Manzano, City Clerk of the City of Redondo Beach, California, do hereby certify that Resolution No. CC-2507-049 was passed and adopted by the City Council of the City of Redondo Beach, California, at a regular meeting of said City Council held on the 1<sup>st</sup> day of July, 2025, and thereafter signed and approved by the Mayor and attested by the City Clerk, and that said resolution was adopted by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

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Eleanor Manzano, CMC  
City Clerk

**EXHIBIT A**  
**JOB SPECIFICATION FOR SOCIAL MEDIA CONTENT CREATOR**

See attached job specification.

## **SOCIAL MEDIA CONTENT CREATOR**

### **DEFINITION**

Under the general direction of the Police Chief, the position is accountable as a team member for performing management, administration, creation and curation of content for the City's social media platforms, to achieve results in support of the City's mission, goals, policies and objectives.

### **EXAMPLES OF DUTIES**

This position is accountable as a manager and team member to perform support duties and services including but not limited to:

- Create, curate, and schedule engaging content, including videos, images, and captions, tailored for each platform.
- Capture behind-the-scenes, event, and real-time content by attending community driven events and other City-organized functions.
- Develop and execute social media strategies to grow the City's presence on Instagram, YouTube, Facebook, LinkedIn and other emerging platforms.
- Work with production studios and videographers to create content for thought leadership
- Monitor trends, hashtags, and viral content to keep our brand relevant and engaging.
- Manage influencer collaborations, including outreach, negotiations, and campaign execution.
- Track and analyze performance metrics, providing insights and recommendations for improvement.
- Engage with followers, respond to comments, and foster an active online community.
- Stay up to date with platform updates, social media trends, and best practices.
- Oversee internal and external communications, ensuring its message is consistent and engaging.
- Acts as the City's media representative and maintains communication with the Public Information Officer regarding Press Releases and other urgent communications.
- Manages and creates materials and services for organizational needs in the areas of marketing, communications, and public relations.
- During emergencies, coordinates response with emergency services and departmental representatives and handles media inquiries.
- Responsible for creating, implementing, and measuring the success of a comprehensive communications and public relations program that will enhance the City's image.

- Stays informed of developments in the fields of marketing, communications, and public relations.
- Stays abreast of competitive social media, influencer marketing, and content strategies + trends and make recommendations on how the brand can stay a step ahead.
- Maintains positive relationships with key stakeholders, including the media, residents, employees, executive team, elected officials, and the business community.
- Assists the Communications Officer with tasks as needed.
- Manages the efforts of the communications and public relations functions and coordinates at the strategic level with City operations.
- Assumes responsibility for ensuring the duties of the position are performed in a safe, efficient manner.
- Supports the City's mission, goals, policies and objectives; delivering outstanding internal and external customer service; solving problems and communicating effectively with the public and fellow employees
- Supports the City's values of: Openness and honesty; integrity and ethics; accountability; responsive and effective customer service; teamwork; excellence; and fiscal responsibility
- Performs other related duties as assigned

#### CLASSIFICATION

The position is exempt from coverage under the Fair Labor Standards Act and is a member of the Unclassified Service.

#### MINIMUM QUALIFICATIONS

Knowledge of:

Social media trends, analytics, and engagement strategies.

Proficiency in photo editing (Canva) and basic video editing skills.

The position requires knowledge of leadership, management practices, techniques and methods to accomplish the goals and objectives of the City by directing the right combination of people, resources, processes and time to successfully achieve results.

The position requires computer literacy with knowledge in the use of Microsoft Office; the ability to communicate using email programs; and an understanding of and adherence to City policies for information technology.

Ability to:

Create simple designs and visually appealing content.

Use excellent communication and creative writing skills.

Lead the development of ownable, best-in-class social media content and strategy that drives brand awareness, growth, engagement, and relevance.

Develop creative and innovative content ideas that align with the city's branding goals, target audience, and values.

Plan, shoot, and edit high-quality videos for TikTok and Instagram, ensuring they are visually appealing, entertaining, and shareable.

Capture behind-the-scenes, event, and real-time content by attending shoots and activations.

Align video and static content with brand messaging and campaign objectives.

Create & manage the content calendar creation process, including writing captions, creative ideation + briefing, and asset delivery. Maintain responsibility for posting to the brand social media accounts with support from direct reports.

Engage with followers / influencers and monitor conversations from the Department's voice. Engage with other brands/businesses and creators to stand out during 'viral' moments that pop up on the channels.

Strategize, execute, and report on the monthly content plans for all social media channels – Instagram, Facebook, Twitter, YouTube etc.

Work with cross-functional partners and internal stakeholders on key projects, including but not limited to: PR, Marketing, Legal, CRM, Design, Creative and more to further the team's social media objectives.

Create analytics reports on a regular and one-off cadence – depending on need. Leverage insights to inform future content and strategy shifts.

Keep your finger on the pulse of the latest emerging social trends. Propose ways the brand can show up on the platforms in a meaningful and strategic way.

Identify / anticipate social media and cultural trends for the brand to participate in or put its own spin on.

The position's expected competencies are sound decision-making skills; critical-thinking ability; problem solving and innovation skills; drive for results; analytic skills; interpersonal, customer service and diplomatic skills; ethical conduct; and proven top performance.

The position requires meeting the physical employment standards for the classification.

#### Education and Experience:

The position requires graduation from an accredited college with an Associate's Degree or higher. Two years of experience in content creation, content strategy, and digital marketing as evidenced by a Portfolio showcasing relevant work. Experience in social media marketing and content creation, preferably with TikTok, Instagram, YouTube, and Facebook, as well as experience in campaign management and other management tools such as SproutSocial, Hootsuite, ZenCity, or similar tools.

Job description statements describe the general nature and levels of work performed by employees and are not intended as an exhaustive list of all responsibilities, duties and skills required.