

**Agenda Item E-1**

Title: DEPUTY EXECUTIVE OFFICER – SPECIAL PROJECT  
Hiring Agency: MARIN EMERGENCY RADIO AUTHORITY (MERA)  
Reports to: MERA EXECUTIVE OFFICER  
Hours: 15-19 AVERAGE HOURS PER WEEK  
Hourly Rate: \$75 – \$85  
Start: CY13 THROUGH CY14

**DRAFT: 9/28/12**

Overview:

Provides administrative oversight of next generation system implementation.

Responsible for execution of approved Outreach Plan, including:

- 1) Identification of key roles and responsibilities and recruitment of MERA representatives to fill these roles.
- 2) Education of members (especially new members) about the project and solicitation of their involvement.
- 3) Education of city, town, and agency managers about the project and the outreach plan.
- 4) Presentations to, and holding meetings with, county, city, town, and agency governing boards.
- 5) Public education effort to inform residents and various stakeholders about the urgent need for upgrading Marin's emergency communications system.
- 6) Coordination of Project Oversight Committee consisting of critical project staff, consultants, attorneys, and stakeholders, as outlined in the Outreach Plan.
- 7) Monitoring progress of outreach effort and provision of guidance and assistance where needed.
- 8) Serving as lead spokesperson for the project. Also working with local Police and Fire Chiefs to educate them on how to explain the new project to their local governing boards, including:
  - a) Identification and recruitment of local safety leaders, plus County tech and public finance experts.
  - b) Training and orienting county experts with local leaders, providing script, media presentation, materials, etc.
  - c) Managing scheduling of presentations.

DEPUTY EXECUTIVE OFFICER – SPECIAL PROJECT

Page 2

- d) Assessing response to presentations and revising messaging and materials as needed.
- 9) Oversight of Outreach Consultants, creating Next Generation System informational material and media, and developing Member Workshops.
- 10) Coordination of the project with MERA Executive Officer, MERA members and stakeholders, County administrative and technical staff, various attorneys retained for the project, as well as outside consultants and the general public, to see this project through its successful completion.