



MEMORANDUM

To: Mayor and Members of the City Council

From: Reginald Goodson, City Manager

Date: February 18, 2026

Subj: Consideration / Discussion - Public Information Officer – Position Classification and Salary Range Recommendation

BACKGROUND:

The City of Elizabeth City is proposing the establishment/finalization of the Public Information Officer (PIO) position to support strategic communications, media relations, public engagement, digital communications, crisis response, and transparency initiatives across all City departments.

Given the increased need for coordinated communication, branding, and real-time information sharing, staff conducted a market comparison to ensure the position is competitively and responsibly aligned within the regional labor market.

MARKET ANALYSIS:

Staff reviewed comparable Public Information Officer salary ranges from the following North Carolina municipalities:

- City of Lexington
Salary Range: \$75,171 – \$93,974
- City of Greenville
Salary Range: \$91,457 – \$141,731
- City of Rocky Mount
Salary Range: \$123,945 – \$198,312

These municipalities were selected based on similarities in governmental structure, service scope, and operational demands.

Observations:

- Lexington reflects a lower-tier range.
- Greenville reflects a mid-to-upper tier communications structure.
- Rocky Mount reflects a larger operational and budget structure with expanded communications responsibilities.
- The market demonstrates significant range variance depending on scope, reporting level, and departmental complexity.

ANALYSIS:

In reviewing the data, staff considered:

- Organizational size and service scope of Elizabeth City
- Internal pay equity
- Budget sustainability
- Recruitment competitiveness
- Anticipated responsibilities of the position

The proposed salary range positions the City competitively within the regional market while remaining fiscally responsible and aligned with internal compensation structures.

FISCAL IMPACT:

Funding for this position will be incorporated within the approved budget allocation for the fiscal year.

STAFF RECOMMENDATION:

By motion, authorize establishing the Public Information Officer position with a range of **\$76,059 – \$117,891**.

Approval of this range will allow staff to move forward with recruitment in a competitive labor market while maintaining responsible financial stewardship.