



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: SEPTEMBER 26, 2017

FROM: HUMAN RESOURCES DEPARTMENT WARDS: ALL

SUBJECT: REVISIONS TO THE MASTER FRINGE BENEFITS AND SALARY PLAN TO EFFECTUATE A TITLE CHANGE AND SALARY ADJUSTMENT FOR ECONOMIC DEVELOPMENT/MARKETING MANAGER TO MARKETING OFFICER

ISSUE:

Approve revisions to the Citywide Fringe Benefits and Salary Plan for a title change and salary adjustment to the existing class title of Economic Development/Marketing Manager to Marketing Officer.

RECOMMENDATION:

That the City Council:

1. Approve a title change and adjustment to the salary range to the classification of Economic Development/Marketing Manager to Marketing Officer for the Communications Division in the City Manager's Office; and
2. Adopt the attached Resolution amending the Master Fringe Benefits and Salary Plan to reflect the title change and salary adjustment for the Economic Development/Marketing Manager.

BACKGROUND:

The Human Resources Department received a study request from the City Manager's Office to ensure that the Economic Development / Marketing Manager position was properly classified based on the scope of responsibility, knowledge, skills, abilities, and education and experience. The process involved analyzing duties and responsibilities performed by the incumbent; analyzing the incumbent's qualifications, skills and abilities; and conducting a classification and compensation survey to ensure consistency in job duties and compensation with other similar agencies.

The results of the Classification and Compensation study were presented to the City Manager's Office for comment to ensure that the above recommendations were consistent with the needs, goals and objectives of the City Manager's Office.

DISCUSSION:

A classification study was conducted for an incumbent in the City Manager's Office – Communications Division, who currently performs City-wide marketing related duties and responsibilities. Formerly under the Office of Economic Development, the responsibilities of this position have expanded to include management direction of administrative and technical staff in marketing, social media, communications, web design, related graphic arts services and television and production operations. Furthermore, the position no longer oversees Economic Development activities and functions, but is now supporting initiatives of the City Manager's Office and City Council. Therefore, staff recommends the creation of the aforementioned classification of Marketing Officer.

This position is distinguished from the Public Information Officer (PIO) in that the PIO is responsible for planning, coordinating and performing communication activities and operations with news media, internal and external publications; prepares and disseminate informational materials to the public and news media; works closely with the Mayor and City Council; and other public communications related work.

The salary survey conducted for this position supports a proposed monthly salary range of \$8,842 - \$12,979. Few cities within the City's approved Labor Market basket have a designated Marketing Department with accountability for marketing and communications functions and initiatives. Staff found this to be a highly specialized position with comparable classifications in the private sector. In order to remain competitive, both public sector and comparable salaries in the private sector were considered in reaching the recommended salary range. This will ensure that the City is able to recruit and retain candidates with the highest levels of knowledge, skills and abilities.

Existing Classification Title	Current Monthly Salary Range	New Classification Title	Proposed Monthly Salary Range
Economic Development/Marketing Manager	\$5,886 - \$10,262	Marketing Officer	\$8,842 - \$12,979

FISCAL IMPACT:

Upon approval of the title change and proposed salary adjustment for the Marketing Officer, the employee will be eligible for a minimum of five percent (5%) increase costing approximately \$5,085 annually, which will be absorbed in the fiscal year 2017/18 budget.

Prepared by:	Stephanie Holloman, Human Resources Director
Certified as to availability of funds:	Adam Raymond, Chief Financial Officer/Treasurer
Approved by:	Marianna Marysheva, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachments:

1. Resolution Amending the Fringe Benefits and Salary Plan
2. Job Code Table
3. Fringe Benefits and Salary Plan
4. Labor Market Basket Survey – Marketing Officer