

RESOLUTION NO.: 2020-R61
SPONSOR: MAYOR NEUGEBAUER
INTRODUCED: AUGUST 11, 2020 **ASSIGNED TO:** _____

A RESOLUTION CREATING THE POSITION OF COMMUNICATIONS COORDINATOR, ESTABLISHING A RATE OF COMPENSATION, AND DECLARING AN EMERGENCY.

WHEREAS, the Mayor's Office and the Human Resources Manager recognize the role of communication in creating engagement and increased participation in our community; and

WHEREAS, the current health crisis has accentuated the need for accurate information, available resources, and support services; and

WHEREAS, technology, social media, video productions, website management and 24/7 news monitoring are increasingly an integral part of effective and timely City communications; and

WHEREAS, City of Green residents expect and deserve real time updates on construction, events, health and safety information, city or community services, volunteerism, government programs, upgraded or new facilities, and many other newsworthy community happenings; and

WHEREAS, the Administration deems it necessary to create the support position of Communications Coordinator to permanently supplement the City's Communications resources; and

WHEREAS, it is necessary to establish a rate of compensation for the position of Communications Coordinator.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GREEN, COUNTY OF SUMMIT, AND STATE OF OHIO, THAT:

SECTION ONE:

Green City Council desires to establish the position of Communications Coordinator with a copy of the Job Description/Classification Specification as set forth as Exhibit "A" attached. The position of Communications Coordinator is established as a pay grade 5 and the salary range for the position shall be set forth as in Resolution 2019-R71, establishing pay grades for non-bargaining positions.

SECTION TWO:

The position of Communications Coordinator is unclassified and is exempt from Civil Service Rules and Regulations.

SECTION THREE:

The City of Green finds and determines that all formal actions of this Council concerning and relating to the adoption of this Resolution were taken in open meetings of this Council and any deliberations of this Council and any of its committees that resulted in those formal actions were

in meetings open to the public, in compliance with all legal requirements.

SECTION FOUR:

Green City Council declares this to be an emergency immediately necessary for the preservation of the public peace, health, safety and welfare of the citizens of Green and for the further reason that the Administration wishes to fill this position immediately. Provided that this legislation receives the affirmative vote of three-fourths (3/4ths) of the members elected or appointed to Council, it shall take effect and be in force immediately upon its passage and approval by the Mayor; otherwise, it shall take effect and be in force at the earliest time allowed by law.

ADOPTED: September 8, 2020

Molly Kapeluck
Molly Kapeluck, Clerk

Barbara Babbitt
Barbara Babbitt, Council President

APPROVED: Sept. 9, 2020

Gerard M. Neugebauer
Gerard M. Neugebauer, Mayor

ENACTED EFFECTIVE: September 9, 2020

ON ROLL CALL: Babbitt aye Brandenburg aye DeVitis aye France aye
Shaughnessy aye Yeargin aye Young aye Adopted 7-0

Suburbanite publication on Sept. 18 and Sept. 25, 2020

Molly Kapeluck
Molly Kapeluck, Clerk

08/06/2020 Approved as to form and content by Lisa Carey Dean, Director of Law

Lisa Carey Dean



Exhibit "A"

2020- R61

**JOB DESCRIPTION
CLASSIFICATION SPECIFICATION**

**JOB TITLE: COMMUNICATIONS COORDINATOR
REPORTS TO: COMMUNICATIONS MANAGER
DEPARTMENT: ADMINISTRATION
DIVISION:
GRADE: 5
FLSA STATUS: NON-EXEMPT
UNION AFFILIATION: NON-BARGAINING
CIVIL SERVICE: UNCLASSIFIED**

JOB SUMMARY:

Serves as assistant to City's communications manager supporting all City of Green internal and external communications. Advises departments in effective communication efforts and contributes to positive public and community relations. Serves as lead web master and social media coordinator. Also provides and coordinates video production and graphic design for the City of Green.

QUALIFICATIONS:

Bachelor's degree in public relations, communications, journalism or English, marketing, graphic design, new media, video production or similar field; one to three+ years of experience in communications, social media, graphic design or website management; demonstrated effectiveness in written communication; and proficient in all forms of communication channels. Any equivalent combination of accepted training and experience may be considered.

ESSENTIAL JOB FUNCTIONS:

- Write and produce content for a variety of platforms including digital and social media, print and video. Ensures communication messages are appropriate, aligned with organizational standards and consistent with brand standards.
- Manage the City website and prepare/coordinate updates and graphics, as necessary. Review and edit the content of information submitted by city departments/divisions for posting on the City website for accuracy and style. Implement and monitor public feedback through the website tools.
- Create, moderate, and implement social media strategies and tactics. Manage the City's social media platforms and participate in social media monitoring. Stay abreast of social media trends.
- Shoot/edit/produce videos for creative video messaging for residents and key stakeholders.
- Serve as a communication point person on assigned projects involving the development and implementation of a communication plan for a specific topic, project, issue, or event.
- Serve as an assistant public information officer to the Communications Manager as needed or during crisis.
- Perform other duties as assigned by the Communications Manager.

KNOWLEDGE, SKILLS & ABILITIES (*indicates developed after employment):

Knowledge of: City policies and procedures*; City Charter*; technical requirements to do the job at a high level of accomplishment; legal principles concerning public records and public information requests.

Skill in: Utilization of Microsoft office, Adobe desktop publishing/graphic design and computer-generated public presentation technology to effectively and efficiently carry out public and internal communications functions.

Ability to: Work independently and effectively plan, coordinate, organize, schedule, and prioritize activities, functions, and assignments with flexibility to adapt to changing and urgent deadlines; handle confidential material.

PHYSICAL DEMANDS STRENGTH RATING:

Frequently required to sit, speak, or listen. The use of hands is required for the manipulation of various office equipment/machines; occasionally lift and/or move 25 pounds; specific vision capability required, e.g. close vision, color vision and the ability to focus; on occasion exposed to outside weather conditions. In accordance with the US Department of Labor physical demands strength rating is considered sedentary.

APPROVALS: (Include Name, Title, and Date Approved by HR, Supervisor and Director)

<i>Pam Serina</i>	<i>HR Manager</i>	
<i>Valerie Wolford</i>	<i>Communications Manager</i>	
<i>NON-BARGAINING POSITION</i>		

CREATED & REVISIONS:

<i>Legislation #:</i>		<i>Legislation Date:</i>	
<i>Revision Dates:</i>			