



DATE: March 16, 2017

TO: Personnel Commission

FROM: Director of Human Resources

SUBJECT: Revised Job Description for Graphics and Media Relations Technician

RECOMMENDATION

That the Personnel Commission reviews and comments on the job description for the position of Graphics and Media Relations Technician to ensure that employment standards are job-related. Job-related standards address all aspects of the job description, including supervision exercised, education, special requirements, and experience.

BACKGROUND/DISCUSSION

In addition to adoption and approval of the City's Classification Plan, the Personnel Commission reviews job descriptions to ensure that employment standards are job-related. The City utilizes a standard format when creating and revising job descriptions. Human Resources staff reviews all job descriptions with the respective departments and updates each to align the job description with the City's Classification Plan. In addition, prior to initiating a recruitment process, Human Resources staff makes necessary adjustments to the job requirements to ensure that the needs of the department will be met.

The Graphics and Media Relations Technician job description was revised to update the title, definition, distinguishing characteristics, supervision received, essential duties, job related and essential qualifications, and education and experience. The changes to the job description are meant to remove planning related duties and add additional duties related to the City's website and social media. The changes to the job description are as follows:

Replace title "Graphics/Planning Technician" with "Graphics and Media Relations Technician"

Definition

Added: "...prepares City social media content, coordinates website content, assists in the drafting of press releases and City publications, and..."

Removed: "...provides compilation and maintenance of miscellaneous zoning and planning-related written and visual data; and supports Citywide departments in creating outreach materials, advertisements, and publications for special projects."

Distinguishing Characteristics

Removed: "...and perform routine technical planning duties, such as dispensing zoning information, maintaining various maps, databases, and files."

Supervision Received

Added: "... Community and Media Relations Officer and/or City Manager's Office staff as assigned."

Removed: "... professional and/or supervisory Planning Division staff."

Essential Duties

Added:

- "Drafts, edits, and produces media content on various social media channels and on the City's television station, KHRT."
- "Creates and updates City website content and structure in coordination with the Community and Media Relations division and other divisions."

Replaced: "...Citywide departments..." with "...the Community and Media Relations division..."

Removed:

- "Maintains up-to-date Geographic Information System data, maps and related land use documents; and as directed, visits various sites for field verification of land use data."
- "...maps..."
- "...GIS and..."
- "Conducts field surveys, gathering information related to land use planning for inclusion on maps, graphs and reports, and maintains photographic or other records of such data."
- "Prepares and maintains zoning, general plan and other base maps working from a variety of data sources."
- "Obtains and edits land use data from field surveys, building permits, County Assessor's reports, approved parcel and subdivision maps and other source documents from sources inside and outside the City."
- "Prepares public notifications using GIS, graphic design software for production in-house and by outside vendors."
- "Responds to questions from the public and City staff regarding Census data and County Assessor data."

Job Related and Essential Qualifications

Knowledge of

Added:

- "Basic principles and practices in marketing and public relations."
- "Principles of web and visual design."
- "Basic mathematical principles."
- "English usage, spelling, grammar, and punctuation."
- "Customer service principles."

Removed: "Basic mathematics as it relates to mapping, graphic design, and print production."

Ability to

Added:

- "Organize work, set priorities and meet critical time deadlines."
- "Maintain attention to detail, accuracy, and presentation while meeting critical deadlines."
- "Maintain confidentiality as necessary."

Replaced: "...visual materials." with "media content."

Removed:

- "...maps..."
- "...and GIS..."
- "...maps..."
- "Accurately perform basic mathematical calculations."
- "Read and interpret maps, site plans, and blueprints."

Experience and Education

Replaced:

- "...computer aided drafting or GIS. Experience working in a municipal planning department is desirable." with "...web design, social media content creation, or a closely related field. Public sector experience is desirable."
- "...GIS, Graphics, Graphic Design, Architecture, or Cartography..." with "Graphics, Graphic Design, Web Design..."

FISCAL IMPACT

There is no economic impact as a result of changes to the job description. The position is funded as part of the City Manager's FY 2017 approved operating budget. There is no recommended change to salary.

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Recommended by: Nina S. Collins, Director of Human Resources

Approved By:



Kelly McAdoo, City Manager