



STAFF REPORT

Report To: Board of Supervisors

Meeting Date: February 18, 2016

Staff Contact: Eric Von Schimmelmann, Chief Information Officer

Agenda Title: For Possible Action: Discussion and possible action to eliminate the full-time Office Specialist (CCEA Grade A2) position currently budgeted under the Fire Department and to approve budgeting a full-time Information Management Officer (Unclassified, Grade T1) position which will report to the Chief Information Officer.

Staff Summary: The Board of Supervisors identified a strategic goal of Efficient Government and Public Safety. In order to create a more efficient flow of information to the public and staff, staff is recommending the elimination of a full-time position from the Fire Department and the creation of a full-time position in Information Technology. The person who currently holds the Office Specialist position in the Fire Department has been performing the social media updates and public information for the Department. The City recently lost its part-time Social Media intern. This position will be primarily responsible for creation and distribution of social media content, website development and video production for all City Departments/Offices. The creation of this position will allow the City to distribute a consistent message to the public and reduce duplicative services being performed by each Department/Office. In addition, the Social Media Intern position will not be filled, as the duties will be performed by this new position.

Agenda Action: Formal Action/Motion

Time Requested: 30 minutes

Proposed Motion

I move to eliminate the full-time Office Specialist (CCEA Grade A2) position currently budgeted under the Fire Department and to approve budgeting a full-time Information Management Officer (Unclassified, Grade T1) position which will report to the Chief Information Officer.

Board's Strategic Goal

Efficient Government

Previous Action

Background/Issues & Analysis

The City initially hired a part time Social Media Intern under the City Manager's office to provide social media services. It became evident immediately that this position should be a full time exempt position in order to properly report on all City events. Placing this position under the Information Technology Department and adding additional duties will enhance the information staff provides to the public. The Fire Department has a current full-time Office Specialist position that provides social media services for the Fire Department. This position is proposed to be eliminated and the funding of the position will be transferred to the Information Management Officer position. In addition to the current funds budgeted under Fire, funding will come from the

elimination of other social media sources that are providing duplicative services, and the part-time funding that was used for the Social Media Intern position.

Applicable Statute, Code, Policy, Rule or Regulation

N/A

Financial Information

Is there a fiscal impact? Yes No

If yes, account name/number:

Is it currently budgeted? Yes No

Explanation of Fiscal Impact: The current position is a Office Specialist, Grade A2 30,251.52-45,377.90 with CCEA benefits. The proposed new position will be a Information Management Officer, Grade T1 36,130.43-54,195.86 with Unclassified benefits. While there is a difference in the overall salaries between the two grades when topped out, this position will be moved over at its current rate which is in line with the new T1 grade with no immediate Fiscal Impact. Any overages will be covered by various departements hourly staff savings.

Alternatives

The Board can choose not to make this organizational change and keep the current budgeted position structure.

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)



JOB DESCRIPTION

JOB TITLE: Information Management Officer	FLSA: Exempt
DEPARTMENT: IT Information Technology	
GRADE: A2T1	
REPORTS TO: Chief Information Officer	DATE: 1-28-16

SUMMARY OF JOB PURPOSE:

Under general supervision, coordinates and assists with website design, social media and multi-media activities designed to ensure open avenues of communication and promote public understanding of City activities and objectives; assists in creating website content; organizes and coordinates web development efforts to represent the City's issues to the public; works with Departments/Elected Offices and community organizations on social media content; assists with multi-media production of Boards, Committees and Commissions meetings; implements program goals and objectives; and performs a variety of administrative tasks in support of the City websites, social media and multi-media.

ESSENTIAL FUNCTIONS:

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

- Assists in updating the City's social media content and conducts research for social media content.
- Prepares clear and concise content for distribution on the City's social media platforms and City websites.
- Collaborates with City staff to establish policies, procedures and personnel competencies as they relate to social media.
- Recommends and establishes the implementation of goals and objectives; establishes schedules and methods for providing public information services; implements policies and procedures associated with the City's websites and social media accounts.
- Assists with ensuring consistency among City Departments/Offices on the websites and social media accounts.
- Monitors program performance; recommends and implements modifications to social media accounts, websites and procedures.
- Assists City Department/Office staff to prepare and distribute fact sheets, news releases, photographs, flyers, brochures, and video content to media representatives to keep the public informed of City programs, accomplishments and points of view.
- Stays abreast of new trends and innovations in the areas of communications, social media and marketing and makes recommendations and implements new social media platforms.
- Maintain website documents, templates, and graphics, as requested; produce and post web pages; participate in website content and website editing.

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.

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Information Management Officer

- Perform updates of the sites including graphic enhancement, content, photographs and other graphic documents; maintain and incorporate new technology; features and functions in the sites.
- Oversees and coordinates public information activities designed to ensure open avenues of communication and promote public understanding and support for City activities and objectives via the City's websites, Intranet, and social media accounts.
- Assists with training of end users on Content Management System for City's website development.
- Assists with training end users on proper procedures and etiquette for social media and website development and content.
- Assists with video production for all City Boards, Committees and Commission meetings.
- Provides consultation and technical support to Departments/Offices; provides critical information to external customers.
- Increases the number of social media likes, followers and content reach.
- [Coordinates and maintains a calendar of with all sSpecial eEvents in the City.](#)
- [Works in conjunction with Emergency Management to coordinate the dissemination of emergency information and notifications. notify the public of emergencies with a common message](#)

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education and Experience:

A bachelor's degree from an accredited college or university with major course work in communications, public administration, marketing, journalism, AND two (2) years of professional public information experience; OR an equivalent combination of education, training and experience as determined by Human Resources.

REQUIRED CERTIFICATES, LICENSES, AND REGISTRATIONS:

- Possession of an appropriate, valid driver's license.

Required Knowledge and Skills

Knowledge of:

- [Analyzing programs, policies and operational needs.](#)
- [Principles and practices of all sSocial mMedia platforms](#)
- [Principles and practices of website development](#)
- Principles and practices of program development.
- Principles and practices of copy writing, editing, video production, news gathering and journalism.
- Recent developments, current literature and sources of information related to marketing, communication and social media.

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- Public relations principles and techniques.
- Local government operations.
- Office procedures, methods and computer equipment, including common office software such as word processing, spreadsheet and email.
- Techniques for understanding and effectively communicating with individuals of various cultures.

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JOB DESCRIPTION

Information Management Officer

- Pertinent Federal, state and local laws.

Skill in:

- Working collaboratively and working independently with good organizational skills and ability to communicate effectively.
- Recommending and implementing goals and objectives for providing public information services.
- Editing and organizing information into an appropriate format for presentation.
- Write, edit and format articles, video pieces and other informational pieces used on the City's websites and social media platforms.
- Implementing standards and guidelines for websites and social media.
- Ability to teach others in new technologies as they become available.
- Responding to requests from the public.
- Working independently within established guidelines.
- Coordinating functions and activities between user departments and offices.
- Preparing complex reports and documentation of general or technical nature.
- Planning and preparing technical reports, memoranda and instructional manuals as documentation of program development.
- Writing and implementing policies and procedures.
- Coordinating multiple projects and complex tasks simultaneously.
- Communicating clearly and concisely, both orally and in writing, and the use of appropriate grammar and spelling.
- Planning and evaluating program goals and objectives and service delivery effectiveness.
- Identifying programmatic and operational problems, investigating and evaluating alternatives and implementing effective solutions.
- Using initiative and independent judgment within general policy guidelines.
- Contributing effectively to the accomplishment of team or work unit goals, objectives and activities.
- Dealing successfully with a variety of individuals from various socioeconomic, ethnic and cultural backgrounds.
- Making public presentations to large and small groups.
- Demonstrating courteous and cooperative behavior when interacting with staff and the public; acts in a manner that promotes a harmonious and effective workplace environment.

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SUPERVISION RECEIVED AND EXERCISED:

Under General Supervision - Incumbents at this level are given assignments and objectives that are governed by specifically outlined work methods and a sequence of steps, which are explained in general terms. The responsibility for achieving the work objectives, however, rests with a superior. Immediate supervision is not consistent, but checks are integrated into work processes and/or reviews are frequent enough to ensure compliance with instructions.

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Information Management Officer

PHYSICAL DEMANDS & WORKING ENVIRONMENT:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility to work in a typical office setting, use standard office equipment and stamina to sit for extended periods of time; strength to lift and carry up to 20 pounds; vision to read printed materials; and hearing and speech to communicate in person or over the telephone; work is subject to exposure to weather conditions, fumes, dust and hazardous chemicals.

CONDITIONS OF EMPLOYMENT:

1. *This classification is considered Unclassified. Unclassified employees are "At Will" and as such, may be terminated at any time for any reason, or no reason.*
2. *Continued employment is contingent upon all required licenses and certificates being maintained in active status without suspension or revocation.*
3. *Any City employee may be required to stay at or return to work during emergencies to perform duties specific to this classification or to perform other duties as requested in an assigned response position. This may require working a non-traditional work schedule or working outside normal assigned duties during the incident and/or emergency.*
4. *Employees may be required to complete Incident Command System training as a condition of continuing employment.*
5. *New employees are required to submit to a fingerprint based background investigation which cost the new employee \$54.25 and a drug/alcohol screen which costs \$20.00. Employment is contingent upon passing the background and the drug/alcohol screen.*
6. *Carson City participates in E-Verify and will provide the Social Security Administration (SSA) and, if necessary, the Department of Homeland Security (DHS), with information from each applicant's Form I-9 to confirm work authorization. All candidates who are offered employment with Carson City must complete Section 1 of the Form I-9 along*

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with the required proof of their right to work in the United States and proof of their identity prior to starting employment. Please be prepared to provide required

6.

7. documentation as soon as possible after the job offer is made. For additional information regarding acceptable documents for this purpose, please contact Human Resources at 775.887.2103 or go to the U.S. Citizenship and Immigration Services web page at www.ucas.gov.

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JOB DESCRIPTION

Information Management Officer

I have read and understand the contents of this Job Description, and I have received a copy of this Job Description for my records.

PRINT NAME: _____

SIGNATURE: _____ DATE: _____

“Carson City is an Equal Opportunity Employer”

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