

**REPORT NO: 15-43**  
**DATE: 6/1/2015**  
**ANALYST: Michael Hebner**

**CLASSIFICATION REPORT**

**PROPOSED TITLE:** Deputy Director Neighborhood and Community Relations

**CURRENT TITLE:** Access and Outreach Manager (Appointed)

**INCUMBENT:** Vacant

**REASON FOR REQUEST:** Request to review and establish a new appointed position

**DATE QUESTIONNAIRE SUBMITTED:** 4/9/2015

**DATE OF PREVIOUS STUDY:** N/A

**DISPOSITION OF PREVIOUS STUDY:** N/A

**PERSONS INTERVIEWED:** David Rubedor, Assistant City Coordinator

**RECOMMENDATION:** Establish the position as Deputy Director, Neighborhood and Community Relations (Appointed, 543 points, Grade 12)

Inactivate the Access and Outreach Manager (Appointed) position

This report addresses a request to establish a new Deputy Director Neighborhood and Community Relations position in the Neighborhood and Community Relations Department. The position will subsume the duties and responsibilities of the current Access and Outreach Manager. (a Grade 10 position), plus the new job will add responsibilities in managing and directing Neighborhood and Community Relations Department community support activities.

The proposed duties and responsibilities are as follows:

- Manage a working team that will serve as facilitators and communicators and who will support citizen engagement in problem solving and decision making in matters of importance to their assigned local communities.

- Develop and maintain relationships with the Neighborhood and Community Engagement Commission (NCEC), the City Council, Department Leaders and City staff, neighborhood and community organizations, various city advisory committees, foundations and others.
- Administer Department operating rules and procedures to ensure effective government access for communities and consistency in communications from City Government to community leaders and citizen groups.
- Listen to community input and communicate to City leaders the visions and goals of the communities as accurately as possible.
- Work with the Director on developing a vision for neighborhood organizations and community engagement including identifying and monitoring performance measures
- Work to gain a clear understanding of the vision of City elected officials and to communicate that vision when in discussions with community groups; and ensure that they know how to effectively operate in their roles.
- Develop lines of communication within City Departments and convey feedback from the communities regarding performance of city services, unmet community service needs, and ideas for improving relationships.
- Work with the Department Director and other manager(s) to support the development of the budget, department business plan and any strategic planning.
- Support community involvement efforts by staffing meetings with informed professionals who can provide assistance in delivering the community's message to others within City government;
- Develop and provide training programs for City Staff, Elected Officials, and Neighborhoods to inform them of intercultural communications norms, in order to improve communications with communities, improve service delivery, and inform decisions.
- Develop and provide training directed toward communities that serve to improve knowledge of the workings of government in order to improve communication and facilitate access.
- Serve as the City's ADA and Limited English Proficiency (LEP) Coordinator.
- Work with appropriate City departments to ensure LEP plans are sufficient and guiding department practices.
- Ensure appropriate staffing of related advisory committees.
- Ensure the development and implementation of program policies that support the mission and business plan.
- Facilitate the expenditure of City funds in community investments.
- Provide information about available programs and encourage communities to prepare competitive requests for available resources.
- Provides regular reports on the status of projects and ensures that City officials are informed on a timely basis.
- Assist with testimony on behalf of the City of Minneapolis at State or Federal Legislative hearings.
- Monitor and support the implementation of neighborhood programming, including the NRP and CPP programs, the development and implementation of Neighborhood Priority Plans.
- Support broader and more vibrant connections between the City's community engagement efforts and City departments.
- Serve as the Department Director in the Director's absence.

## POSITION ANALYSIS

### PREREQUISITE KNOWLEDGE

The position requires a Bachelor's Degree in Urban Studies, Planning, or Public Administration or equivalent and five years of experience in community engagement and community relations, or a related field; with at least one year of recent supervisory or project management experience.

A rating of **60 points** is appropriate and will be assigned.

### DECISIONS AND ACTIONS

The position subsumes the Access and Outreach Manager responsibilities. Therefore it will be responsible for managing a team of staff involved in facilitating and communicating with underrepresented City communities in order to engage them in problem solving and decision making on matters of importance in the communities and the City as whole. It also will take on management of the Neighborhood Support Specialist side of the Neighborhood Community Relations Department which entails managing the NCR Neighborhood Specialist team, taking responsibility for selection, training, work direction and supervision of staff. It will provide oversight and guidance in the development, monitoring, and support of neighborhood funding programs and related support services and will facilitate communications between elected officials, City leaders, staff, and neighborhood and community organizations within the City. The job will work with the Neighborhood Policy Specialist to develop and implement neighborhood program and policies that support the department's vision and business plan. The position will work with the Department head regarding equity, including the development of a blueprint for equitable engagement. It will be expected to deal with developing and implementing larger scale community engagement efforts as required. The positions will serve as the lead staff person for the City's Minneapolis Advisory Council on People with Disabilities and will work with the Civil Rights Department to support a system to address ADA related grievances. It will be responsible for developing, implementing and maintaining an engagement network of employees in all departments that serves as a resource for the City's LEP, ADA and engagement activities. The position will be responsible for developing and supporting lines of communication with City Departments to deliver feedback from the community regarding the performance of City services, unmet community needs and ideas for improving relationships. Other responsibilities include involvement in the development of budget and business planning. The job will serve as the Director of the Department in the Director's absence.

A rating of **60 points** will be assigned. Jobs at this level supervise critical work groups, manage a specialized function or, if non-supervisory, serve in a senior advanced analytical capacity. Decisions tend to have greater effect on the organization due to greater city-wide impact, more notable budgetary impacts, or longer-term impacts. Here some of the positions are managing activity in smaller divisions. Matters dealt with are broad in scope with complex and unusual problems being encountered frequently. Work is done under supervision in accordance with broadly stated policies or principles, sometimes of advanced

nature and with latitude for the exercise of independent judgment. Decisions and actions are subject to prior approval in high cost, complex or unusual cases.

### **SUPERVISORY RESPONSIBILITY**

The position will supervise 10 positions. It will oversee Four Neighborhood Support Specialists, Six Community Specialists. A rating of **15 points** is appropriate and will be applied.

### **RELATIONSHIPS RESPONSIBILITY**

The position will report to the Department Head and will interact with that position frequently regarding ongoing activities and issues. Within the Department the job will interact with the positions that report to it frequently regarding on-going department projects and issues. It will work with the Community Engagement Manager regarding coordinating the Department's engagement work with other Department activities, budgeting and business planning. It will work with various staff in the Department regarding coordinating the development of policies and programming that supports the vision for neighborhoods and community outreach within the appropriate policy and program guidelines.

Outside the Department but still within the City Government the position will work with the City Attorney's Office regarding legal support on programming and contracts, ethics, and City policy. It will work with the Civil Rights Department regarding ADA grievances or complaints. The job will interact with all Departments regarding support of the Engagement Liaison Network (ADA, LEP).

The job will interact with the City Coordinator to inform, and regarding coordinating Department activity. It will work the City Council regarding development and approval for Department programming and budget, and in dealing with community issues or engagement in particular wards. The position will work with various City Department Heads regarding support for and connections with engagement initiatives.

The position will have frequent contact with Community organizations and leaders to build relationships. It will be important to ensure communication and define issues with Community representatives. The position will work with Foundations and other funders to Coordinate engagement and funding activities.

A rating of **65 points** will be assigned. Jobs at this level are responsible for creating and maintaining effective relationships that are essential to the success of the job function and that require the use of tact and diplomacy in dealing with departments, agencies and constituents on matters where the main object will be to achieve successful outcomes for the department's financial operations, or are closely scrutinized, are highly visible and have the potential of harming the City's image. This level requires highly developed communications skills and very strong interpersonal skills.

## **WORKING CONDITIONS**

The position works in indoor office setting with exposure to the typical office tools, such as a phone and computer keyboarding equipment. The job will have meetings outside the City Government facilities with Community groups. A rating of **20 points** is appropriate and will be assigned.

## **EFFORT**

The effort in the job will be mental effort in overseeing staff in the work of coordinating community projects and acting as a liaison for cooperation between the City and communities. The position will deal with conflict and public input which will be stressful. The position will be faced with making many deadlines, including but not limited to responding to City Council staff directives within the given time frame.

A rating of **60 points** will be assigned. Jobs at this level manage analytical, and related professional activities. These jobs like the jobs they are supervising and managing are dealing with significant challenges. These jobs are leadership positions for significant projects and initiatives in the City. They are responsible for planning and organizing work functions and are under pressure to deal with problems that arise in units under them. There are deadline pressures based on business cycles, and a need to deal with detail in contracting, negotiating, reviewing financial information, creating reports, managing risk, etc.

**According to the Assistant City Coordinator Neighborhood and Community Relations the position meets the criteria for appointed positions under the Minneapolis Code of Ordinance, Section 20.1010 as follows:**

1. The person occupying the position must report to head of the designated City Department or the Designated City Department Head's Deputy.

**The position will report to the Assistant City Coordinator Neighborhood and Community Relations who is the Department Head**

2. The person occupying the position must be part of the designated Department Head's management team

**The position will be a member of the Neighborhood and Community Relations Department's management team**

3. The duties of the position must involve significant discretion and substantial involvement in the development, interpretation, or implementation of City or department policy.

**The duties of the position involve significant work on City and Department policy regarding Community and City relationships**

4. The duties of the position must not primarily require technical expertise where continuity in the position would be significant.

**Although the position does require a level of expertise in community relations and engagement, strong supervisory, management, communication, and leadership skills are of significance, as opposed to continuity in the job.**

5. There is need for the person occupying the position to accountable to, loyal to, and compatible with the Mayor, City Council, and the Department Head.

**The person hired will need to be accountable to, loyal to, and compatible with the Department and Elected Officials of the City**

**RECOMMENDATION:**

Establish the position as Deputy Director, Neighborhood and Community Relations (Appointed, 543 points, Grade 13)

The Access and Outreach Manager (Appointed) position will be inactivated

CLASSIFICATION FACTOR WORKSHEET								
Benchmark Classifications	Factors						Total Points	Grade Level
	1	2	3	4	5	6		
Manager Access and Outreach Manager	55	55	10	60	20	55	495	10
Manager Neighborhood Support	55	55	5	60	20	55	490	10
Assistant City Coordinator Neighborhood and Community relations	85	80	20	90	20	75	735	16
<b>PROPOSED CLASSIFICATION</b>								
Deputy Director	60	60	15	65	20	60	543	12

1. Prerequisite Knowledge
2. Decisions and Actions
3. Supervisory Responsibility
4. Relationship Responsibility
5. Working Conditions
6. Effort

#### Executive Exemption

The position will be compensated on a salary basis (as defined in the regulations) at a rate not less than \$455 per week. The position's primary duty will be managing in the Neighborhood and Community Relations Department a customarily recognized department or subdivision of the enterprise. The position will direct the work of 10 other full-time employees, and will have the authority to hire other employees, and the position's suggestions and recommendations as to the hiring, firing, advancement, promotion or any other change of status of other employees will be given particular weight in the system.

**DEPUTY DIRECTOR NEIGHBORHOOD AND COMMUNITY  
RELATIONS (Appointed)**

**CODE: C**

**REPORTS TO: Assistant City Coordinator/Director Neighborhood and Community  
Relations**

**SUPERVISES: Access and Outreach Specialist, Neighborhood Policy Specialist, and Neighborhood  
Support Specialist**

**NATURE OF WORK**

**Manage a team of staff that facilitates communications with City communities in order to engage them in problem solving and decision making on matters of importance in the communities and the City as a whole.**

**TYPICAL DUTIES AND RESPONSIBILITIES  
(Including, but not limited to the following)**

- Manage a working team that will serve as facilitators and communicators and who will support citizen engagement in problem solving and decision making in matters of importance to their assigned local communities.
- Develop and maintain relationships with the Neighborhood and Community Engagement Commission (NCEC), the City Council, Department Leaders and City staff, neighborhood and community organizations, various city advisory committees, foundations and others.
- Administer Department operating rules and procedures to ensure effective government access for communities and consistency in communications from City Government to community leaders and citizen groups.
- Listen to community input and communicates to city leaders the visions and goals of the communities as accurately as possible.
- Work with the Director on developing a vision for neighborhood organizations and community engagement including identifying and monitoring performance measures
- Work to gain a clear understanding of the vision of city elected officials and communicates that vision when in discussions with community groups;  
and ensures that they know how to effectively operate in their roles.
- Develop lines of communication within City Departments and convey feedback from the communities regarding performance of city services, unmet community service needs, and ideas for improving relationships.
- Work with the Department Director and other manager(s) to support the development of the budget, department business plan and any strategic planning.
- Support community involvement efforts by staffing meetings with informed professionals who can provide assistance in delivering the community's message to others within City government;

- Develop and provide training programs for City Staff, Elected Officials, and Neighborhoods to inform them of intercultural communications norms, in order to improve communications with communities, improve service delivery, and inform decisions.
- Develop and provide training directed toward communities that serve to improve knowledge of the workings of government in order to improve communication and facilitate access.
- Serve as the City's ADA and Limited English Proficiency (LEP) Coordinator.
- Work with appropriate City departments to ensure LEP plans are sufficient and guiding department practices.
- Ensure appropriate staffing of related advisory committees.
- Ensure the development and implementation of program policies that support the mission and business plan.
- Facilitate the expenditure of city funds in community investments.
- Provide information about available programs and encourage communities to prepare competitive requests for available resources.
- Provides regular reports on the status of projects and ensures that City officials are informed on a timely basis.
- Assist with testimony on behalf of the City of Minneapolis at State or Federal Legislative hearings.
- Monitor and support the implementation of neighborhood programming, including the NRP and CPP programs, the development and implementation of Neighborhood Priority Plans.
- Support broader and more vibrant connections between the City's community engagement efforts and City departments.
- Serve as the Director in the Director's absence.

**MINIMUM EDUCATION:** Bachelor's Degree in Urban Studies, Planning, or Public Administration or Equivalent

**MINIMUM EXPERIENCE:** Five years of experience in community engagement and community relations, or a related field; with at least one year of recent supervisory or project management experience.

**LICENSES/CERTIFICATIONS:** N/A

**OTHER SPECIFICATIONS**

- Master's Degree preferred.
- Ability to communicate complex issues effectively, clearly and concisely in both verbally and in writing, and strong public relations skills.
- Strong knowledge of the diverse cultures evident in various city communities, and sensitivity to culturally formed communication norms.
- Ability to establish and maintain effective working relationships with City and community leaders and individual citizens.
- Ability to create a supportive, inclusive environment that builds trust and sustains partnerships.

- Strong working knowledge of the organization and operation of city government;
- Strong knowledge of the governance, practices, financing and operations of neighborhood organizations.
- Strong knowledge of general management principles, knowledge of project management, including housing, development and redevelopment, as well as public facility and infrastructure improvement.
- Strong working knowledge of the fiscal requirements of government, including program budgeting, finance and contracts, and skills in strategic and tactical planning;
- Ability to lead groups in complex decision making processes.

**WORKING CONDITIONS:** Normal

**PROMOTIONAL LINE:** APPOINTIVE

**GRADE:** 12 (Exempt)

**CLASSIFIED:** June 2015

**JOB SPEC:** June 2015

**CITY OF MINNEAPOLIS**