



Request for City Council Committee Action from the Department of Human Resources

Date: January 2, 2009

To: Mayor R. T. Rybak and the Executive Committee

Referral to: Ways and Means Committee

Subject: Reclassified Appointed Position

From: Assistant Director, Communications, 468 points/Grade 10 (\$66,853 - \$73,890)

To: Deputy Director Communications, 550 points/Grade 12 (\$78,898 - \$87,203)

Recommendation:

- Find that the proposed position meets the criteria in Section 20.1010, Council to Establish (Appointed) Positions, as follows:
 - The person occupying the position will report to the head of the designated city department or the designated city department head's deputy.
 - The person occupying the position will be part of the designated department head's management team.
 - The duties of the position involve significant discretion and substantial involvement in the development, interpretation, or implementation of city or department policy.
 - The duties of the position do not primarily require technical expertise where continuity in the position would be significant.
 - The person occupying the position needs to be accountable to, loyal to, and compatible with the mayor, the city council, and the department head.
- Approve the proposed position: Deputy Director Communications (Appointed), allocated to grade 12 with 550 points.
- Approve an annual salary for the position in accordance with the adopted appointed employee's compensation plan, effective January 2, 2009 (2008 rates)

Step A	Step B	Step C	Step D
\$78,898	\$83,050	\$85,542	\$87,203

Previous Directives: None.

Prepared or Submitted by: Timothy Giles, Director of Employee Services; 673-3341

Approved by: _____
Pam French
Director of Human Resources

Steven Bosacker
City Coordinator

Permanent Review Committee (PRC) - Not Applicable
Policy Review Group (PRG) - Not Applicable

Presenters in Committee: Pam Nelms, Human Resources Senior Consultant 673-3344

Financial Impact (Check those that apply)

- No financial impact (If checked, go directly to Background/Supporting Information).
- Action requires an appropriation increase to the _____ Capital Budget or _____ Operating Budget.
- Action provides increased revenue for appropriation increase.
- Action requires use of contingency or reserves.
- Business Plan: _____ Action is within the plan. _____ Action requires a change to plan.
- Other financial impact (Explain):
- Request provided to department's finance contact when provided to the Committee Coordinator.

Background/Supporting Information

Dear Mayor Rybak:

The 2003 reorganization of the Communications Department established the Assistant Director, Communications position to support the Director, Communications in three primary areas:

- 1) Advising the Mayor, City Council and Department Directors on strategies, techniques and messages for communicating on public issues
- 2) Managing department plans and budget,
- 3) Managing communications surrounding controversial issues.

The core functions of the position have not changed, but the expectations have increased to a higher level, and additional responsibilities are now delegated to the position. The new Deputy Director, Communications has been evaluated at 550 total points, allocated to classification grade 12. Specific duties and responsibilities of the position include, but are not are limited to the following:

- Supervise department staff.
- Participate in the formulation of department strategic plans, City and department communications policies, staff planning and organizational structure.

- Develop and manage the communications of City-wide and department-specific projects, initiatives and accomplishments.
- Assist in the preparation and management of the department budget.
- Participate in decisions and policy development within the department and the City Coordinator's Office.
- Represent the department to the City of Minneapolis elected and appointed officials, City department heads, and officials and representatives from other public jurisdictions or private agencies.

Below is a summary of the study conducted to ensure proper evaluation of the position. See attached classification report for a complete description and a more detailed discussion of the factor analysis.

Factor	Points	Analysis
Pre-requisite Knowledge (1)	60 points	Increase of 10 points. Bachelor's degree in communications, public affairs or related field and eight years of progressively responsible experience in communications or journalism.
Decisions and Actions (2)	60 points	Increase of 10 points. This position will regularly make independent decisions of significance; will have considerable discretion and freedom to act.
Supervisory Responsibility (3)	15 points	Increase of 15 points. This position will directly supervise eleven staff: four Communications Specialists, two Graphic Designers, two Video Specialists and one Administrative Analyst, Video Services Manager and Media Relations Manager.
Relationships Responsibility (4)	70 points	Increase of 5 points. Daily or frequent contact with the Director Communications, Mayor, council members, and department directors, and external contacts as needed with multiple stake holders including neighborhood, community and business leaders, and other governmental agencies.
Working Conditions (5)	20 points	Normal office setting.
Effort (6)	60 points	No change of points. Significant time pressures and deadlines, working with potentially difficult topics in a political environment.

Attached: Classification Report

Facts supporting the five criteria of Minneapolis Code of Ordinances, Section 20.1010 are listed at the end of the attached classification study.