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To: Mayor and City Council

From: Nicole Stojka, Human Resources Director

Date: June 1, 2020

Subject: Discussion of Amendment of the City Position Allocation and Compensation Chart

ITEM DESCRIPTION

Approval to amend the City Position Allocation and Compensation Chart to create two new positions

BACKGROUND

While preparing to reissue an RFP for Municipal Government Services, staff carefully reviewed all positions currently under contract. The City chose not to bid out the Communications Director and Communications Manager positions as it was determined to be more cost effective and operationally efficient to bring those two positions in house.

EVALUATION

A salary survey was completed to analyze salary data from comparable and competitive cities to establish pay grades for these positions. The recommended pay grades (and salary range minimums and maximums) are: pay grade 116 (\$89,090-\$146,999) for Communications Director and pay grade 111 (\$60,633-\$100,045) for Communications Manager.

RECOMMENDED ACTION

This item will come before you at the June 15, 2020 meeting for consideration of approval of Staff's recommendation to modify the current Position Allocation and Compensation Chart to include Communications Director and Communications Manager effective January 1, 2021.

Lynn Deutsch Mayor
Eric Linton, ICMA-CM City Manager
Sharon Lowery, CMC City Clerk

Pam Tallmadge City Council Post 1
Jim Riticher City Council Post 2
Tom Lambert City Council Post 3

Stacey Harris City Council Post 4
Joe Seconder City Council Post 5
John Heneghan City Council Post 6

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PROPOSED POSITION ALLOCATION AND COMPENSATION CHART

Grade	Department	Title	Full Time	Elected Officials	Salary Range	
					Minimum	Maximum
101	Police	Prisoner Transport Officer	2		\$28,085	\$44,936
104	Police	Police Service Representative	6		\$35,379	\$56,606
105	Police	Property and Evidence Technician	2		\$38,209	\$61,135
105	Municipal Court	Deputy Municipal Court Clerk	3		\$38,209	\$61,135
106	Police	Crime Analyst	1		\$41,266	\$66,026
106	Police	Executive Assistant	1		\$41,266	\$66,026
106	Police	Crime Scene Technician	1		\$41,266	\$66,026
107	Police	Detective	9		\$44,567	\$71,308
107	Human Resources	Human Resources Generalist	1		\$44,567	\$71,308
107	Police	Police Officer	38		\$44,567	\$71,308
107	Police	Records Supervisor	1		\$44,567	\$71,308
110	Economic Development	Business Retention Manager	0.7		\$56,142	\$89,827
110	Police	Sergeant	9		\$56,142	\$89,827
111	Communications	Communications Manager	1		\$60,633	\$100,045
111	Police	Lieutenant	4		\$60,633	\$100,045
112	Municipal Court	Municipal Court Clerk	1		\$65,484	\$108,049
113	Finance and Administration	Assistant Finance Director	1		\$70,723	\$116,693
114	City Clerk	City Clerk	1		\$76,381	\$126,028
114	Police	Major	2		\$76,381	\$126,028
116	Communications	Communications Director	1		\$89,090	\$146,999
116	Community Development	Community Development Director	1		\$89,090	\$146,999
116	Police	Deputy Chief	1		\$89,090	\$146,999
116	Economic Development	Economic Development Director	1		\$89,090	\$146,999
116	Human Resources	Human Resources Director	1		\$89,090	\$146,999
116	Parks and Recreation	Parks and Recreation Director	1		\$89,090	\$146,999
117	Public Works	Public Works Director	1		\$96,218	\$158,759
118	City Manager	Assistant City Manager	1		\$103,915	\$171,460
118	Finance and Administration	Finance Director	1		\$103,915	\$171,460
118	Police	Police Chief	1		\$103,915	\$171,460
	City Manager	City Manager	1		Set by Council	Set by Council
	General Government	City Council		6	Set by Charter	Set by Charter
	General Government	Mayor		1	Set by Charter	Set by Charter



TITLE: Communications Director
 DEPARTMENT: Communications
 FLSA STATUS: Exempt

JOB SUMMARY:

This position is responsible for planning, developing, implementing, and managing marketing strategies, City branding, communications, and public relations activities for the City of Dunwoody. The Director is responsible for media relations; implementing public information programs and services in order to disseminate information to the public; coordinating special events and programs; and creating, developing, and executing short- and long-term public relations/marketing strategies. Work is performed under the general supervision of the City Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Serves as the first point of contact for all media inquiries regarding the Mayor, Council and City Departments.
- Develops and implements comprehensive marketing, communications, and public engagement strategies for the City. Channels include publications, website, social media, press releases, video production, and special events.
- Manages and develops the City of Dunwoody brand and collaborates with each department to ensure that strategic branding objectives are met.
- Develops annual goals and budget for departmental programs and activities, monitors progress to ensure the efficient and effective use of City resources, and coordinates the preparation of the annual departmental budget.
- Briefs management as needed on issues of concern to assure proper action.
- Maintains and manages the City of Dunwoody website; works with City staff and contractors to develop and maintain website structure and content.
- Plans, organizes and executes comprehensive public relations programs.
- Provides editorial direction, design, and production of City publications and communications.
- Writes and/or edits a variety of communications pieces for use with the media and the public, including news releases, statements, editorials, speeches and talking points.
- Develops and maintains good working relationships with representatives of news, print and electronic media.
- Coordinates and assists in developing the department's strategic plan along with outlining how the department will achieve its goals.
- Oversees the research, documents, edits and photographs of all press releases, annual reports, newsletters, and publications pertaining to the City of Dunwoody.
- Attends City Council meetings and official City functions as needed while providing staff support with media and communications.
- Coordinates and/or attends a variety of community events.
- Establishes and enforces standards and guidelines for use of the City's logo and seal.
- Provides communication coaching for citizen response teams and other staff members who interface directly with the public.
- Keeps up to date with the advancing new products and trends in both marketing strategies and communications.



- Meets and corresponds with various citizens, professionals, businesses and other groups to answer questions and secure their help in carrying out various programs.
- Performs other duties as requested, directed or assigned.
- Regular attendance and punctuality are essential requirements of the job.

ASSOCIATED DUTIES:

- May be required to attend meetings outside normal business hours
- Manages confidential information as required
- Attends seminars and workshops related to the Communication Director's duties and responsibilities

MINIMUM QUALIFICATIONS:

Education and/or Experience

- a) Bachelor's degree in Public Relations, Communications, Marketing, Journalism or a related field from an accredited college or university. Master's degree preferred.
- b) Seven (7) years of progressively responsible management experience in communications, preferably in a public sector environment. Print and social media experience preferred.
- c) An equivalent combination of education and experience may be acceptable

Necessary Knowledge, Skills, and Abilities

- a) Knowledge of strategic planning, communications planning and management, marketing and media relations
- b) Knowledge of modern office practices, equipment, methods and procedures
- c) Skill in establishing and maintaining effective working relationships with elected officials, co-workers, City employees, the general public, and business and community leaders
- d) Skill in managing competing priorities on multiple projects and meeting deadlines
- e) Skill in operation of standard office equipment, including computers, copiers, scanners, fax machines and telephones
- f) Ability to plan, organize, and direct the work of staff and contractors
- g) Ability to pay attention to details in personal work output and that of other assigned staff and contractors
- h) Ability to prepare clear, concise and accurate documents
- i) Ability to communicate clearly and effectively, verbally and in writing, including engaging in complex communications
- j) Ability to exercise judgment in the release of information
- k) Ability to identify and respond to community and City Council issues, concerns and needs
- l) Ability to deal tactfully, diplomatically and courteously with employees and the general public



- m) Ability to effectively work in an environment and conditions that involve high levels of public contact, irregular work hours and working closely with others
- n) Ability to manage stressful situations
- o) Ability to make sound decisions, use good judgment, reason and analyze
- p) Ability to maintain strict confidentiality
- q) Ability to use a personal computer and computer software applications in a Microsoft Windows environment
- r) Ability to shoot and edit video using a variety of cameras and editing software, including Adobe Premiere Pro.

PHYSICAL DEMANDS:

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

- While performing the duties of this job, the employee is frequently required to sit; talk or hear; use hands to finger, handle, feel or operate objects, tools or controls; and reach with hands and arms.
- The employee is occasionally required to walk.
- Tasks may involve extended periods of time at a keyboard or workstation.
- The employee must occasionally lift and/or move up to 20 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- While performing the duties of this job, the employee may work in indoor or outdoor environments and is subject to inclement weather conditions.

PUBLIC CONTACT:

Extensive contact with other employees, the general public and governmental officials often involving problem-solving circumstances.



TITLE: Communications Manager
 DEPARTMENT: Communications
 FLSA STATUS: Exempt

JOB SUMMARY:

Under general direction, this position is responsible for assisting in the development and dissemination of appropriate communications projects. The position manages all mediums of City communication, including contact with outside news agencies. The Communications Manager is responsible for fostering positive resident engagement and ensuring that consistent, credible and professional communications are continuously developed within the City. This position reports to the Communications Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Participates in the execution of the City's strategic communications plan.
- Plans and coordinates the City's strategic communications efforts, including but not limited to internal and external communications, website content, social media, graphic design, public presentations and Council meetings.
- Maintains and manages the City of Dunwoody website; works with City staff and contractors to develop and maintain website structure and content.
- Works with departments to provide marketing support, including the creation and distribution of materials for specific programs.
- Facilitates the preparation of a variety of communications pieces for use with the media and the public, including news releases, statements, editorials, speeches and talking points.
- Develops and maintains good working relationships with representatives of news, print and electronic media.
- Coordinates and/or attends a variety of community events; works closely with the Communications Director to provide marketing support, as well as performing various tasks at events as necessary.
- Addresses and resolves citizen inquiries and complaints, forwarding issues to departments as needed.
- Keeps up to date with the advancing new products and trends in both marketing strategies and communications.
- Performs other duties as requested, directed or assigned.
- Regular attendance and punctuality are essential requirements of the job.

ASSOCIATED DUTIES:

- May be required to attend meetings outside normal business hours
- Manages confidential information as required
- Attends seminars and workshops related to the Communication Manager's duties and responsibilities

MINIMUM QUALIFICATIONS:

Education and/or Experience

- a) Bachelor's degree in Public Relations, Communications, Marketing, Journalism or a related field from an accredited college or university.



- b) Three (3) years of progressively responsible experience in communications, preferably in a public sector environment. Print and social media experience preferred.
- c) An equivalent combination of education and experience may be acceptable

Necessary Knowledge, Skills, and Abilities

- a) Knowledge of strategic planning, communications planning and management, marketing and media relations
- b) Knowledge of modern office practices, equipment, methods and procedures
- c) Knowledge of website posting and social media platforms
- d) Skill in establishing and maintaining effective working relationships with elected officials, co-workers, City employees, the general public, and business and community leaders
- e) Skill in managing competing priorities on multiple projects and meeting deadlines
- f) Skill in operation of standard office equipment, including computers, copiers, scanners, fax machines and telephones
- g) Ability to pay attention to details in personal work output
- h) Ability to prepare clear, concise and accurate documents
- i) Ability to communicate clearly and effectively, verbally and in writing, including engaging in complex communications
- j) Ability to exercise judgment in the release of information
- k) Ability to identify and respond to community and City Council issues, concerns and needs
- l) Ability to deal tactfully, diplomatically and courteously with employees and the general public
- m) Ability to effectively work in an environment and conditions that involve high levels of public contact, irregular work hours, and working closely with others
- n) Ability to manage stressful situations
- o) Ability to make sound decisions, use good judgment, reason and analyze
- p) Ability to maintain strict confidentiality
- q) Ability to use a personal computer and computer software applications in a Microsoft Windows environment
- r) Ability to use graphic design software, including Adobe InDesign, Photoshop and Illustrator.

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