

City of Piedmont
COUNCIL AGENDA REPORT

DATE: October 2, 2023

TO: Mayor and Councilmembers

FROM: Rosanna Bayon Moore, City Administrator

SUBJECT: Consideration of New Job Classifications for Aquatics Supervisor, City Clerk, Communications Program Manager, and Video Communications Specialist / Television Station Manager

RECOMMENDATION

Approve the new job classification for an Aquatics Supervisor and updated job classifications for City Clerk, Communications Program Manager, and Video Communications Specialist / Television Station Manager.

DISCUSSION

A job classification is a foundational document for personnel employed by the City of Piedmont. A job classification establishes supervisory arrangements, representative duties, skills and qualifications, the work environment and other features that help to define the workplace. Once a job classification is created, it is best practice to periodically review as agency needs and staffing models evolve over time.

The City of Piedmont Civil Service Commission met on Thursday, September 21, 2023 to consider four job classifications.

Aquatics Supervisor – A new job classification prepared by Koff and Associates, a human resources consulting firm specializing in public sector management. The position was identified as part of the staffing model for the Piedmont Community Pool and is assumed in the FY 23/24 Budget.

City Clerk – A revised job classification last revisited in 2002. The position was recently vacated and it was necessary to more accurately capture the duties and responsibilities of the position for recruitment purposes.

Communications Program Manager – A relatively new position that was approved by the Civil Service Commission on September 23, 2021. Language has been updated to reflect a change in reporting relationship and supervisory responsibilities.

Video Communications Specialist/Television Station Manager –Vacant for an extended period of time and presented an opportunity to incorporate more modern video communications elements for recruitment purposes. Last considered in September of 2014, the agency’s needs have broadened to include the Public, Education & Governmental (PEG) access channel and other platforms.

The Civil Service Commission recommends approval of one new job classification and three updated job classifications, referenced above.

CITY ATTORNEY REVIEW

The City Attorney has reviewed the staff report.

FISCAL IMPACT

No fiscal impact is associated with the proposed revisions. The new job classification aligns with budget assumptions for FY 23-24.

ATTACHMENTS

A: Job Descriptions for Aquatics Supervisor, City Clerk, Communications Program Manager, and Video Communications Specialist / Television Station Manager.



AQUATICS SUPERVISOR

DEFINITION

Under general direction, plans, schedules, assigns, reviews, and supervises the work of staff performing aquatic program operations, activities, and services; plans and coordinates a comprehensive aquatics program; ensures City facilities, activities, and services are safe and effective; provides complex staff assistance to management staff in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Recreation Director. Provides direct supervision to Aquatics Coordinator, part-time staff, and volunteers.

CLASS CHARACTERISTICS

This full supervisory-level class exercises independent judgment on diverse and specialized aquatics activities with accountability and ongoing decision-making responsibilities associated with the work. Incumbents are responsible for planning, organizing, supervising, reviewing, and evaluating the work of staff and for providing technical support to management in a variety of areas. Performance of the work requires the use of independence, initiative, and discretion within established guidelines. This class is distinguished from Recreation Director in that the latter has overall management responsibility for City recreation functions and budget.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Plans, organizes, supervises, coordinates, reviews, and evaluates aquatic and swim programs, services, activities, and facility operations; establishes schedules and methods for providing aquatic programs and services; recommends improvements or modifications.
- Plans, organizes, assigns, supervises, and reviews the work of staff in the Aquatics Division; trains staff in work procedures; evaluates employee performance, counsels employees, and effectively recommends initial disciplinary action; participates in selection and promotion processes.
- Participates in the development of goals, objectives, policies, and procedures for assigned services and programs; recommends and implements policies and procedures including standard operating procedures for assigned operations.
- Monitors activities of the Aquatics Division; identifies opportunities for improving service delivery and procedures; provides recommendations concerning process changes; reviews with appropriate management staff; implements improvements.
- Participates in annual budget preparation; identifies resource needs; prepares detailed cost estimates with appropriate justifications; monitors expenditures.
- Works with community groups and residents in the development, coordination, and promotion of aquatic recreation and leisure programs; oversees and coordinates facility usage, and scheduling of activities, instruction, and events.

- Oversees the safe and proper operation of the Community Pool facilities, including Health Department inspections; inspects facility for needed repairs and maintenance contract compliance; coordinates with various City departments and contractors to coordinate repairs.
- Administers online registration system; creates and inputs schedules; trains staff on system functions; monitors performance and interfaces with vendor to resolve issues.
- Creates marketing materials for aquatic programs, including developing and preparing brochures, flyers, newsletters, and other materials; maintains and updates informational channels such as bulletin boards and websites including social media as needed.
- Develops, monitors, and tracks sponsorships and partner opportunities; maintains contacts and negotiates with vendors; conducts fundraising events.
- Provides staff assistance to management; prepares and presents staff reports and other written materials; supervises the establishment and maintenance of reports, records, and files; ensures the proper documentation of operations and activities.
- Maintains accurate records of services and activities, including recreation schedules, program participation and analysis, rosters of participants, revenues, expenditures, grants, contract programs, accidents, and vandalism.
- Answers questions and provides information to the public; investigates and responds to complaints and inquiries from citizens, other departments, and agencies; recommends corrective actions to resolve issues.
- Coordinates special events activities with other City departments, divisions, outside agencies, and service providers; serves as the Aquatics Division's staff liaison to various City commissions and community groups as assigned.
- Represents the City in meetings with members of other public and private organizations, community groups, contractors, and the public; makes presentations and provides information regarding assigned program areas/special projects and the City's recreational services upon request.
- Ensures staff compliance with all City and mandated safety rules, regulations, and protocols.
- Performs related duties as assigned.

MINIMUM QUALIFICATIONS

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

- Equivalent to graduation from a four-year college or university with major course work in recreation, business administration, or a related field.
- Two (2) years of increasingly responsible, full-time experience in aquatics program planning and/or administration of an aquatics facility.

Licenses and Certifications:

- Must possess a valid California Class C driver's license and have a satisfactory driving record.
- Must possess First Aid and CPR/AED certificates.
- Must possess current Lifeguard Instructor certification.
- Must possess Certified Pool Operator or Aquatic Facility Operator certification to be maintained throughout employment.
- Current Water Safety Instructor certification preferred.
- Current First Aid for Public Safety Personnel (Title 22) certification preferred.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Principles and practices of employee supervision, including work planning, assignment, review, and evaluation, discipline, and the training of staff in work procedures.
- Principles and practices of recreation and community service program development and administration, including program implementation, review, and evaluation, budgeting, and purchasing.
- Principles and practices of aquatic programming and service delivery, including rules, materials, and equipment.
- Principles, practices, and service delivery needs related to facility maintenance, rental programs, and community events.
- Principles, practices, methods, equipment, materials, and tools used in maintenance and repair of swimming pools, equipment, and facilities.
- Principles and practices of pool water testing and proper chemical water treatments.
- Occupational hazards and related safety precautions.
- Recreational, cultural, age-specific, and social needs of the community.
- Principles and practices of contract administration and evaluation.
- Community organizations to source and partner in the provision of recreation and community programs and services.
- Principles and practices of public relations techniques, including the utilization of social media.
- Principles and procedures of record keeping and report preparation.
- Applicable federal, state, and local laws, codes, and ordinances relevant to the area(s) of responsibility.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and County staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Assist in developing and implementing goals, objectives, practices, policies, procedures, and work standards.
- Identify problems, research, and analyze relevant information, and develop and present recommendations and justification for solutions.
- Perform the most complex duties in delivering aquatics programs to participants.
- Administer first aid, CPR, and AED, as needed.
- Plan and develop policies and procedures to benefit adults, children, and families who wish to participate in a variety of aquatic recreational activities.
- Identify and analyze community needs and promote interest in the aquatics program.
- Develop promotional materials and effectively market City aquatic programs and services.
- Respond quickly and appropriately in emergency situations and deal effectively with injuries and accidents resulting from aquatic/recreational programs and activities.
- Maintain accurate logs, records, and basic written records of work performed.

- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office and/or aquatic facility setting and use standard office and/or recreation equipment, including a computer; to operate a motor vehicle, and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, reach, climb, and walk on uneven surfaces to participate in recreational activities; and push and pull drawers open and closed to retrieve and file information. Must possess the ability to perform work that may involve lifting children and adults, in and out of the pool up to 150 pounds or more with assistance, pulling a cover over the pool surface with assistance, and lifting, straightening, and moving pool deck furniture and equipment. Must possess the mobility to stand, stoop, reach, bend, climb, and swim, while in swimwear. Must be in good physical condition to stay in water for prolonged periods of time, work in extreme heat and/or cold, and the outdoors. Vision, which may be corrected; and hearing, which must be in a normal range as measured by a standard audiogram, should be good enough to see and hear adults and children in life and/or health safety endangering situations.

ENVIRONMENTAL ELEMENTS

Employee works in an office environment with moderate noise levels as well as outdoors and may be exposed to inclement weather conditions; hot and cold temperatures. Incumbent may be exposed to blood and body fluids rendering First Aid and CPR and may be exposed to chlorine, acids, and other chemicals at aquatics facilities. Employee may interact with challenging staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

Must be willing to work off-shift and weekend hours, depending upon the program or project to which assigned. Must be fingerprinted for submission to the California Department of Justice in order to work with children.

Civil Service Commission: 9/21/2023



REVISED SEPTEMBER 2023
FLSA: EXEMPT

CITY CLERK

DEFINITION

As an officer of the City of Piedmont, is appointed by the City Council. Under administrative direction of the City Administrator, plans, organizes and provides direction and oversight to and personally performs professional level work in support of all City Clerk functions and activities, including preparation of City Council agendas minutes, actions, ordinances, and resolutions; maintaining official documents and records, election management, and legislative functions; maintains City Charter, ordinances, and codes; acts as liaison for the City with a variety of private, public, community organizations, and citizens; manages the effective use of resources to improve organizational productivity and customer service; providing complex and responsible support to executive management in areas of expertise; collects business license taxes; processes claims against the City and coordinates risk management functions with a third-party administrator; coordinates the City's information services functions including the City's website; and performs related work as assigned.

CLASS CHARACTERISTICS

The City Clerk administers a variety of programs through City staff and contracted arrangements and provides support services to the City Administrator, the City Council, and other appointed officials. Responsibilities include performing diverse, specialized and complex work involving significant accountability and decision-making responsibilities. The incumbent is responsible for budget administration, program evaluation, recommendation and implementation of policies, procedures, goals, objectives, priorities, and standards. The incumbent serves as a professional-level resource for organizational, managerial, and operational analyses and studies. Performance of the work requires the use of considerable independence, initiative, and discretion within broad guidelines.

EXAMPLES OF DUTIES (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned programs, service delivery methods and procedures; assesses and monitors workload, administrative and support systems and internal reporting relationships; identifies opportunities and makes recommendations for improvement.
- Participates in the development, administration and oversight of the budget for the City Clerk; determines funding needed for staffing, equipment, materials and supplies; ensures compliance with budgeted funding.
- Provides for the selection, training, and work evaluation of staff; authorizes discipline as required; provides policy and procedural guidance to staff.
- Plans, organizes, manages, and conducts municipal elections and special elections; ensures conformance with the California Elections Code, Political Reform Act, and other government codes; coordinates, receives, and certifies sufficiency/insufficiency of ballot measures, initiative petitions, arguments, rebuttals, referendums, recalls, and impartial analyses; prepares municipal legislation as required; prepares candidate notebooks and provides necessary information to candidates, committees, and the public; serves as filing officer for the Fair Political Practices Commission for

campaign disclosure filings; maintains election documents for public inspection; oversees printing of sample ballot material; declares election results; administers and files oaths of office.

- Serves as the official record keeper for the City, supervising the preparation and posting of agendas, minutes, ordinances and the City Code and ensuring compliance with all state and federal regulations; maintains historic information regarding the City in an automated archive and provides information to the general public.
- Oversees the operations of the citywide records management program, document imaging system and records preservation and destruction functions; sets and ensures legally compliant retention schedules for City records; develops and updates retention policies and procedures; researches City documents, historical information, and other information as needed; attests, indexes and files all legislative actions; and prepares certified copies of City documents.
- Serves as Public Records Coordinator; ensures compliance with the Public Records Act, the Freedom of Information Act, and the Brown Act; reviews and monitors legal requests for records; ensures that all public records are open to inspection at all times during office hours and that every person's right to inspect any public record of the City is upheld.
- Oversees the collection of business license taxes and the issuance of business licenses.
- Administers the public hearing process for the City Council; supervises the coordination of public hearing materials and public notices of hearings in accordance with various government code requirements and legal deadlines; conducts workshops and training sessions; and responds to a variety of inquiries.
- Maintains online information, including posting of agendas, minutes, various reports and general information related to City functions.
- Accepts and processes claims against the City and works with City management staff and the third-party administrator to control risk exposure.
- Prepares and directs the preparation of a variety of clear and concise reports, correspondence, ordinances and other written materials.
- Monitors changes in laws, regulations and technology that may affect office operations; implements policy and procedural changes as required.
- Serves as Filing Officer for the Political Reform Act; manages the City's disclosure requirements for designated employees, including composing and presenting legislation; ensures all candidates, political committees, elected officials, appointed officers, and designated employees file timely and complete campaign disclosure forms; distributes forms and notifications; conducts required audits; advises candidates and committees on filing requirements; ensures campaign contribution limits and other requirements are met; corresponds with the Fair Political Practices Commission (FPPC) as appropriate.
- Maintains custody of the City Seal, ensuring authentication of only approved documents.
- Administers and manages a variety of functions in the City Clerk's Office; processes, files, records, and countersigns various documents and records; attests all official documents of the City; receives and distributes all subpoenas and claims and prepares for State filings.
- Manages and coordinates the codification and distribution of revisions to the Municipal Code and City Charter.
- Represents the City Clerk's Office to other City departments, elected officials, and outside agencies; explains and interprets departmental programs, policies, and activities; negotiates and resolves significant and controversial issues.
- Attends and participates in professional group meetings and committees; stays abreast of new trends and innovations in the field of municipal government; researches emerging products and enhancements and their applicability to City needs.

- Monitors changes in laws, regulations, and technology that may affect City or departmental operations; implements policy and procedural changes as required.
- Responds to the most complex and difficult inquiries and requests for information; provides information and resolves service issues and complaints; represents the City Clerk function with other City departments, other agencies, civic groups, and the public.
- Performs required duties under the City's disaster response plan.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation and evaluation and supervision of staff.
- Principles and practices of budget development, administration and accountability.
- Principles, practices and procedures related to public agency record keeping, municipal elections and the City Clerk function.
- Functions, authority, responsibilities and limitations of an elected City Council.
- Automated and manual records management principles and practices, including legal requirements for recording, retention and disclosure.
- Standard office practices and procedures, including the operation of standard office equipment.
- Computer applications related to the work and to the implementation of a City-wide information systems program.
- Applicable laws, codes and regulations.
- Effective communication techniques and best practices for interactions in person, and by telephone.

Skill in:

- Planning, organizing, administering, coordinating, reviewing and evaluating staff and activities of the City Clerk office.
- Meeting all legal requirements of the function in a timely and effective manner.
- Coordinating municipal elections within legal guidelines.
- Overseeing and coordinating maintenance of the official records of the City.
- Interpreting, applying and explaining complex laws, codes, regulations and ordinances.
- Scheduling, assigning, supervising, reviewing and evaluating the work of staff.
- Selecting, training and motivating staff.
- Developing and implementing goals, objectives, policies, procedures, work standards and internal controls for the office.
- Negotiating and administering professional service contracts.
- Preparing clear and concise reports, correspondence, policies, procedures and other written materials.
- Using tact, initiative, prudence and independent judgment within general policy and legal guidelines.
- Demonstrating sensitivity, awareness and appreciation for diversity, equity and inclusion.
- Establishing and maintaining effective working relationships with those contacted in the course of the work.

EDUCATION AND EXPERIENCE:

- Equivalent to possession of a Bachelor's degree from an accredited college or university with major coursework in public administration, public policy or a closely related field and four years of office administrative experience which has included records management and the interpretation of laws and

ordinances. Experience as outlined above may be substituted for the education on a year for year basis to a maximum of two years.

- Previous lead or supervisory experience, experience in a public agency setting and experience in implementing information and/or records management systems is highly desirable.

License:

- Possession of a Certified Municipal Clerk (CMC) with the International Institute of Municipal Clerks is highly desired or attainable within first twelve months of employment.
- Possession and maintenance of Notary Public is desired.
- May require a valid California class C driver's license and a satisfactory driving record.

Working Conditions:

Must be available to attend off-hours meetings.

Physical Demands:

Must possess mobility to work in a standard office setting, to use standard office equipment, including a computer, and to travel to various sites throughout the City; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone.



COMMUNICATIONS PROGRAM MANAGER

DEFINITION

Under general direction, plans, organizes, and executes comprehensive communications and public outreach programs for the City; plans, implements, coordinates, and evaluates public information, community outreach, and media relations functions and activities; develops Citywide strategic and ongoing communications, social media, branding, and media efforts; prepares a variety of written, oral, and multi-media communications; provides complex and responsible support to the City Administrator in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the City Administrator. Exercises supervision over communications staff.

CLASS CHARACTERISTICS

This class provides professional support in planning, organizing, reviewing, and evaluating communications and public outreach activities with significant cross-departmental influence. Performance of the work requires performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility and requires the use of considerable independence, initiative, and discretion within established guidelines.

EXAMPLES OF DUTIES (Illustrative Only)

Management reserves the rights to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Plans, manages, and oversees the daily functions, operations, and activities of the public information, public relations, and communications programs.
- Plans and implements strategic communications such as press releases, e-blasts, digital content, brochures, correspondence, and social media posts to disseminate and manage information, in consultation with City management and City Council to promote City initiatives and priorities.
- Provides advice and support to City staff regarding public and media relations, including goals, strategies, tactics, and tools, as appropriate; assists City management and City Council in developing and implementing the most effective approach to communicate with the public and staff about matters of importance and sensitivity.
- Plans, develops, and implements comprehensive communication and public information programs for the City's written, oral, and multi-media communications with the public, news media, social media platforms, and City staff.
- Contributes to the development and management of the City's branding and image; maintains consistency and clarity in messages and branding including review of materials developed by other staff for public distribution and communication programs, projects, and issues of importance to the City.
- Develops and implements a comprehensive media relations program; prepares media information packets regarding City operations and programs; tracks and responds to media inquiries; acts as media liaison with local and regional media to promote improved communications with press representatives;

coordinates information dissemination to the media, community groups, and the general public on all subjects relating to City government, services and programs.

- Provides critical support to citywide alert and warning functions. Organizes and updates public information during a local disaster or crisis. Serves as the City's Public Information Officer in an active emergency operation center (EOC).
- Develops, manages, and provides oversight of the City's overall social media strategy and presence.
- Assists with the development and implementation of key messaging for the City; plans and develops paper and electronic publications and other communications materials, including talking points, brochures, newsletters, memos, presentations, reports, press releases, advertisements, photography, and other materials; serves as editor for paper/electronic publications; oversees design, content, production, printing, and distribution of all print and electronic materials.
- Provides oversight of the City's external website and intranet; ensures website content is appropriate and aligns with City communication plans, strategies, and website design standards; establishes best practices and guidelines for maintaining the website and other electronic communications, such as social media.
- Arranges, promotes, and participates in public events sponsored by the City; organizes activities, displays, and exhibits which foster understanding and good will; plans delivery strategy and makes speeches.
- Establishes and maintains positive working relationships with co-workers, other City employees, other public agencies, community groups, and the public using principles of good public relations and customer service; acts as liaison with the community and represents the City at meetings.
- Supervises communications staff and oversees the operation of City channels.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and techniques of public information, community relations, and public education and methods of preparing informational materials and disseminating them through various media including social and electronic media.
- Current principles, techniques, and objectives of professional journalistic methods, including research, publication, and presentation.
- Principles and practices for digital content, social media, and other web-based communication tools and technologies.
- Strategic communication principles and practices.
- The AP style guide as a writing reference for press releases, publications, other collateral, and to establish clear branding.
- The requirements of various media used in publicity and promotions work, including video and written media; artwork layout and report format.
- Records management principles and practices.
- Laws, regulations, municipal codes, ordinances, and resolutions relating to various city administration functions.
- Principles, practices, concepts, functions, and activities of city administration.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Principles and techniques of professional writing including English grammar, spelling and punctuation.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Plan, research, organize, coordinate, and implement a variety of centralized communications and public relations programs and projects.
- Develop sound communications and public relations strategies and deliverables.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Interpret and apply laws, regulations, policies, and procedures related to communications and public relations in a municipal environment.
- Analyze complex problems, make decisions rapidly within the scope of authority and recommend solutions and strategies to City management.
- Research, analyze, evaluate, and implement emergent technologies and methods related to communications and public relations.
- Design, develop, and manage digital content, social media, and other web-based communication tools and technologies.
- Prepare and present information about complex issues in a manner that is easily communicated and understood by a diverse audience.
- Effectively represent the City in meetings with governmental agencies; community groups; various business, professional, and regulatory organizations; and in meetings with individuals.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a bachelor's degree from an accredited college or university with major coursework in journalism, public relations, communications, marketing, or a related field and three (3) years of increasingly responsible experience in journalism, communications, and/or public relations.

Licenses and Certificates:

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

Physical Demands:

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various meeting sites; vision to read printed materials and a computer screen and color vision to review graphics and color documents; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

Environmental Conditions:

Communications Program Manager

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Civil Service Commission: 9/21/2023



REVISED SEPTEMBER 2023
FLSA: NON- EXEMPT

VIDEO COMMUNICATIONS SPECIALIST/TELEVISION STATION MANAGER

DEFINITION

Under general supervision of the Communications Program Manager, performs a variety of professional, technical, creative, and administrative work related to the planning, production, and distribution of video and multimedia content and the operation and management of the city's Education and Government (EG) cable access station. Key responsibilities include filming, production, and distribution of video and multimedia content; oversight of television station operations and programming; maintenance and troubleshooting of broadcast equipment; recruit, scheduling, and management of part-time station staff; and to perform related work as required.

Overall, the position works to increase public awareness and understanding of city operations, support public education and outreach initiatives, and advance citywide strategic objectives through video and multimedia content on both legacy and new media channels.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from Communications Program Manager. Provides direct and/or functional supervision to part-time station staff.

DISTINGUISHING CHARACTERISTICS

This single position class is responsible for a wide variety of highly technical duties related to the creation and distribution of video and multimedia content across multiple channels, as well as operation of the city's television station including: administration, budget preparation, and overall supervision of related activities.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the rights to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Serves as the city's lead videographer. Responsible for planning, scripting, shooting, and producing original video and multimedia content for the city's television station, website, and digital media platforms.
- Oversees telecast of City Council, Commission, and Board of Education meetings.
- Works with the Communications Program Manager to conceptualize effective video and multimedia content that advances citywide, department, and program-specific communication and strategic goals.
- Plans, schedules, and coordinates staff, resources, and interviews for filming on location at city work sites and events.
- Acts as the television station's primary engineer including developing, maintaining, and implementing schematics, wiring of the facility, troubleshooting, and equipment repair.
- Maintains station files such as broadcast schedules, purchase orders, maintenance or equipment repair records.

- Researches, advises, and purchases production equipment, office supplies, remote unit equipment, computer hardware and software.
- Plans and executes preproduction operations including evaluating the type and placement of cameras, audio, and lighting units; performs postproduction duties, including editing, dubbing, and duplicating tapes.
- Monitors performance of video and multimedia content across platforms and recommends strategies for improvement.
- Manages the city's YouTube channel, including optimizing video presentation, copy, and metadata for search and engagement and developing long-term channel growth strategy.
- Maintains the city's video library, including recordings of all public meetings and other productions.
- Provides direction and training to part-time staff, interns, and/or independent contractors working at the station.
- Supports the dissemination of prompt, accurate public information during disaster response and Emergency Operations Center (EOC) activations.
- Establishes positive working relationships with all city departments, Piedmont Unified School District employees, and representatives of community organizations.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Documented history of producing compelling video storytelling for digital media platforms.
- Standard EG operating requirements, including digital file servers and playback scheduling software, digital switchers, non-linear editing systems, software and related applications; and television recording formats, program production, developing programming schedules.
- Experience with streaming video platforms.
- Basic supervisory principles and practices.
- Proper storage and care of equipment and tools.
- Standard office practices and procedures, including the use of standard office equipment and computer applications related to the work.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and faculty and other staff, including individuals of various ages, various socio-economic and ethnic groups.

Ability to:

- Operate and maintain audio and video production equipment, including editing and duplicating systems, cameras, production lighting, closed captioning, and recording systems.
- Produce original video, audio, media, and broadcast production in support of City programs, including performing editing, copywriting, broadcasting, voice acting, developing production schedules, operating master control, and audio/video processing.
- Gather data and creatively develop, plan, and translate concepts into visual and audio form.
- Work with staff to develop and implement video and audio of City related products.
- Collect, interpret, summarize, and present information in an effective manner.
- Prepare scripts, correspondence, and other written materials.
- Interpret, apply, and explain applicable Federal, State, and local policies, procedures, laws, and regulations.
- Maintain accurate logs, records, and basic written records of work performed.
- Follow department policies and procedures related to assigned duties.

Video Communications Specialist/Television Station Manager

- Understand and follow oral and written instructions.
- Operate modern office equipment including computer equipment and software.
- Organize own work, set priorities, and meet critical time deadlines.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Understand scope of authority in making independent decisions.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that demonstrates an ability to perform the duties of the position. A typical way to obtain the required qualifications would be:

- Equivalent to graduation from an accredited four-year college or university with major coursework in television production, film, broadcasting, communications or a related field.
- A minimum of three (3) years increasingly responsible experience in cross-platform video and multimedia production.
- Administrative and/or supervisory experience in an EG access television-related environment with regular customer contact, programming and production duties if preferred.

License and Certifications:

May require a valid California class C driver's license and a satisfactory driving record.

PHYSICAL DEMANDS

Must possess mobility to work in a standard video, audio, media, and broadcast production setting and use standard equipment, including a computer, cameras, lighting equipment, and recording, editing, and duplicating systems; operate a motor vehicle and visit various City sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate above-mentioned equipment. Positions in this classification bend, stoop, kneel, reach, climb, and walk on uneven surfaces to participate in production activities; and push and pull drawers open and closed to retrieve and file information. Visual acuity sufficient to perform camera work and other essential functions of the position. Employees must possess the ability to lift, carry, push, and pull materials and objects, typically weighing up to 50 pounds, and occasionally heavier weights with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Employees work in standard video, audio, media, and broadcast production environments with moderate to loud noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances; exposure to electrical hazards is possible. Employees will occasionally work outdoors for assigned events and be exposed to loud noise levels, cold and/or hot temperatures, and dust, fumes, and allergens.

WORKING CONDITIONS

Must be able to attend meetings and other activities outside of normal working hours.

Civil Service Commission: 9/21/23