

City Council Communication 97-563

December 8, 1997 Agenda

Subject:

New Job Specification –

Chief Communications Officer

Submitted by:

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Human Resources Director

Synopsis —

The City Manager has recommended a new job specification entitled Chief Communications Officer. This position, under the direction of the City Manager, will plan, organize, and direct information dissemination, public relations activities, and internal and external communications for the City including an internal intra-net process and e-mail and external use of the Internet.

Fiscal Impact —

The position will be assigned to Range 29 (\$45,365-\$54,543) of the Supervisory, Professional and Management (SPM) pay plan.

Funds for this position are appropriated in the FY98-99 budget.

Recommendation —

Approval.

Background —

The City Manager has identified an immediate need for a new classification in the Office of Public Affairs, a division of the City Manager's Office. This position is essential for coordination of city-wide internal and external communication efforts. Minimum requirements include a Bachelor's degree in Public Relations, Communications, Public Administration, Journalism, Marketing, or a related field, and a minimum of five years experience in corporate level communication/public information operations or comparable related media experience, or an equivalent combination of experience and training, and possession of a valid Iowa Driver's License.