



Department of Neighborhood Services

Erica R. Roberts
Commissioner

Thomas Mishefske
Operations Director

Michael Mazmanian
Operations Director

September 16, 2021

Makda Fessahaye
Director, Employee Relations
City Hall, Room 706

Subject: Exempt Status for Certification and Communications Coordinator

Dear Ms. Fessahaye:

The Department of Neighborhood Services respectfully requests the re-exemption of the position of Certification and Communications Coordinator (2FX).

The Certification and Communications Coordinator position is responsible for communication between the department and the local media, other City officials, outside agencies and the public. The unprecedented level of new construction currently underway in the city, as well as the increased focus on landlord practices, has created a need for this position to devote a greater portion of their time to communication on behalf of the department. We will continue to expand our communication with the public and the media through the use of social media such as Facebook, Twitter, etc. Therefore the position requires confidentiality related to the need to represent and act as a spokesperson for a public official.

We appreciate your consideration of this request. If you need any further information please contact our Personnel Officer, Sha'Nese Burnell Jones at 286-2563. A copy of the job description is attached for your review.

Respectfully,

Erica R. Roberts
Commissioner

c: Tom Mishefske
Sha'Nese Burnell Jones





Department of Employee Relations

Tom Barrett
Mayor

Makda Fessahaye
Director

Renee Joos
Director
Employee Benefits

Nicole Fleck
Labor Negotiator

TO: Board of City Civil Service Commissioners

FROM: Kristin Hennessy Urban
Human Resources Manager

DATE: September 23, 2021

RE: Request from the Commissioner of the Department of Neighborhood Services to **re-exempt** the position of Certification and Communications Coordinator

<u>Position Title</u>	<u># of Positions</u>	<u>Pay Range</u>
Certification and Communications Coordinator	1	2FX (\$48,670 - \$67,616)

Please find attached a request from the Commissioner of the Department of Neighborhood Services (DNS) Erica Roberts to **re-exempt** the position of Certification and Communications Coordinator. A copy of the current job description is attached.

The Certification and Communications Coordinator position in the DNS serves as the public information officer for the department. Public information officer positions within the City, such as the Health Communications Officer, the Library's Marketing and Public Relations Officer and the Department of Public Work's Marketing and Communications Officer, are exempt because the incumbents serve as the spokesperson for the commissioner or the director. Accordingly, it is imperative that the individual who holds a public information position manages confidential and sensitive information appropriately and is in alignment with the Commissioner's policy and public relations directives. Because of the many high-profile construction projects in the City, the Certification and Communications Coordinator in the DNS will serve an elevated role in communicating with the media, with elected officials and directly with the community.

While the incumbent will perform some functions related to coordinating continuing education and certification requirements, 90% of this individual's time is spent on public relations functions. For these reasons, I recommend that the request to re-exempt the Certification and Communications Coordinator position be granted.

Please contact me at 414.286.8643 should you have additional questions relative to this request.

JOB DESCRIPTION

FOR DER USE ONLY

Vacancy No. _____

City Service _____

Commission: _____

Fire & Police _____

Commission: _____

Finance _____

Committee: _____

Common _____

Council: _____

Instructions: Complete all sections except No. 11. Refer to the "Guidelines for Preparing Job Descriptions" for instructions on completing specific items.

1. Date Prepared/ Revised: 3/2/17	2. Present Incumbent: Vacant	Is incumbent underfilling position? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>		
3. Date Filled:	4. Previous Incumbent: Christina Klose	If YES, indicate underfill title in box 10.		
5. Department: Neighborhood Services, Dept. of		Bureau: Division: Administration		Unit: Section:
6. Work Location: 841 N Broadway Rm 104		Telephone: 286-3214 Email:		Work Schedule: Hours: 8:00-4:45 / Days: M-F
7. Represented by a Union? No	8. Bargaining Unit: Management, General City If in District Council 48, chose a Local: None			9. FLSA Status: EXEMPT
10.	Official Title: Certification and Communications Coordinator		Pay Range 2FX	Job Code 4433
	Underfill Title (if applicable):			EEO Code 204
	Requested Title (if applicable):			
	Recommended Title (DER Use Only):	Approved by: _____ Date: _____		

11. BASIC FUNCTION OF POSITION:

Act as departmental spokesperson and oversee all internal and external communication. Produce and maintain all forms of electronic communication, including web content and social media. Produce and maintain all DNS written materials, including forms, applications, brochures, etc. Facilitate continuing education requirements and state licensing for all certified inspectors. Coordinate open records requests.

12. DESCRIPTION OF JOB (Check if description applies to **Official Title** ☒ or **Underfill Title** ☐):

A. ESSENTIAL FUNCTIONS/Duties and Responsibilities: (Refer to the "Guidelines for Preparing Job Descriptions" for instructions on determining Essential Functions.)

% of Time	ESSENTIAL FUNCTION
50	<ul style="list-style-type: none"> Act as departmental spokesperson and oversee all communication with the media, citizens, community groups and other agencies on behalf of DNS. Respond to inquiries regarding building codes, ordinances, enforcement activity, LMS assistance, and DNS processes and programs. Produce public information campaigns, write news releases and assist news media seeking information regarding the department. Coordinate media and promotional events with other departments or public groups. Coordinate department's response to public records requests. Ensure timely and accurate response to escalated requests or requests of high importance, including gathering records and drafting communication to requesters.
20	<ul style="list-style-type: none"> Produce and maintain all forms of electronic communication utilized by DNS. Act as web-master and public help desk manager for web pages and linked items on DNS website. Ensure consistency between printed and electronic documents. Assist Sections in updating their web content, i.e. bids, schedules of events, etc.
10	<ul style="list-style-type: none"> Produce and maintain stock of all DNS forms, applications, brochures, codes, placards, flyers, door hangers, newsletters, license stickers & print materials utilized by department, including bi-lingual items. Select and work with vendors to create printed materials.
10	<ul style="list-style-type: none"> Coordinate and facilitate the annual mandated continuing education requirements and license renewals of DNS inspectors carrying multiple certifications. Acquire staff code books and required items as new codes are updated. Coordinate the Tuition Benefit records for DNS staff. Updates and maintains the Certification Database of licenses and training for staff. Manages safety equipment stock and reorders.
5	<ul style="list-style-type: none"> Other special projects as assigned by the Commissioner or Business Operations Manager.
	<ul style="list-style-type: none">

% of Time	ESSENTIAL FUNCTION
	•
	•
	•
	•

B. PERIPHERAL DUTIES:

% of Time	PERIPHERAL DUTY
5	<ul style="list-style-type: none"> Interact with other City Departments, City Boards, Commissions, Code Groups, neighborhood and enforcement agencies, public and private groups with regard to departmental goals. City groups include Safety Committee, Wellness Committee and Public Information Officer committee.
	•
	•
	•
	•
	•
	•
	•
	•
	•

C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

Tanz Rome, Business Operations Manager

D. SUPERVISION RECEIVED: (Describe the extent to which work assignments and methods are outlined, reviewed, and approved by this position's supervisor.)

Functions under the general supervision of the Commissioner and the Business Operations Manager

E. SUPERVISION EXERCISED:

Total number of employees for whom responsible, either directly or indirectly = 0.

Direct Supervision: List the number and titles of personnel directly supervised. Specify the kind and extent of supervision exercised by indicating one or more of the following:

a. Assign duties		e. Sign or approve work
b. Outline methods		f. Make hiring recommendations
c. Direct work in progress		g. Prepare performance appraisals
d. Check or inspect completed work		h. Take disciplinary action or effectively recommend such
Number Supervised	Job Title	Extent of Supervision Exercised (Select those that apply from list above, a - h)

F. MINIMUM QUALIFICATIONS REQUIRED: (Indicate the MINIMUM qualifications required to enter the job.)

i. Education and Experience:

1. Bachelor's Degree from an accredited college or university or a school approved by the MCSC with a major in mass communications, marketing, public relations, public administration or journalism.
2. Two years of public relations or similar experience that included significant responsibility for using desktop publishing software to create and maintain website content.

ii. Knowledge, Skills and Abilities:

- Knowledge of public relations principles and practices, including media production, communication, and dissemination techniques and methods.
- Ability to set up, operate, and perform basic repairs on equipment such as digital cameras and audio recording systems.
- Ability to accommodate production needs of local news media crews at news events.
- Knowledge of professional design, layout, and illustration software, and expertise creating and maintaining website content. Proficiency using word processing, spreadsheet, presentation, and database software.
- Ability to approach projects with creativity and resourcefulness.
- Knowledge of building and construction techniques and familiarity with City ordinances, state and international building codes, and related enforcement trends.
- Knowledge of budgets and the ability to track training and materials expenditures for the inspectional staff in order to maintain national accreditation.
- Ability to read and interpret work-related documents, such as business periodicals, technical publications, and legal documents.
- Oral communication skills in order to field questions from news media, various outside agencies, and citizens.
- Written communication skills, including the ability to prepare correspondence, reports, forms, and brochures.
- Interpersonal skills and the ability to build and maintain good working relationships with a staff, City managers and elected officials, community partners, and the public. Ability to work effectively with language translators and print vendors on various projects. Ability to satisfactorily exercise supervision occasionally on a project basis.
- Critical thinking skills, including analytical and problem-solving skills as well as decision-making skills and sound judgment.
- Planning skills to be able to handle multiple assignments simultaneously, adjust to changing priorities, and complete assignments in a timely manner.
- Professionalism, honesty, and integrity, as well as the ability to maintain confidentiality.

iii. Certifications, Licenses, Registrations:

iv. Other Requirements:

PHYSICAL AND ENVIRONMENTAL DEMANDS: TOOLS AND EQUIPMENT USED

The Americans with Disabilities Act of 1993 requires job descriptions to provide detailed information regarding the physical demands required to perform the essential functions of a job; the conditions under which the job is performed; and the tools and equipment the employee will be required to use on the job. Reasonable accommodations may be made to enable qualified individuals to perform the essential duties and responsibilities of the job for each of the categories listed below.

G. PHYSICAL ACTIVITY OF THE POSITION: (List the physical activities that are representative of those that must be met to successfully perform the essential functions of the job).

CHECK ALL THAT APPLY:

<input type="checkbox"/>	Climbing: Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like; using fees and legs
--------------------------	--

	and/or hands and arms. Body agility is emphasized. Check only if the amount and kind of climbing required exceeds that required for ordinary locomotion.
<input type="checkbox"/>	Balancing: Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery or erratically moving surfaces. Check only if the amount and kind of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.
<input type="checkbox"/>	Stooping: Bending body downward and forward by bending spine at the waist. Check only if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.
<input type="checkbox"/>	Kneeling: Bending legs at knee to come to a rest on knee or knees.
<input type="checkbox"/>	Crouching: Bending the body downward and forward by bending leg and spine.
<input type="checkbox"/>	Crawling: Moving about on hands and knees or hands and feet.
<input type="checkbox"/>	Reaching: Extending Hand(s) and arm(s) in any direction.
<input type="checkbox"/>	Standing: Particularly for sustained periods of time.
<input type="checkbox"/>	Walking: Moving about on foot to accomplish tasks, particularly for long distances.
<input type="checkbox"/>	Pushing: Using upper extremities to exert force in order to draw, press against something with steady force in order to thrust forward, downward or outward.
<input type="checkbox"/>	Pulling: Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.
<input type="checkbox"/>	Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Check only if it occurs to a considerable degree and requires substantial use of the upper extremities and back muscles.
<input checked="" type="checkbox"/>	Fingering: Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm, as in handling.
<input type="checkbox"/>	Grasping: Applying pressure to an object with fingers and palm.
<input type="checkbox"/>	Feeling: Perceiving attributes of objects such as size, shape, temperature or texture by touching with the skin, particularly that of the fingertips.
<input checked="" type="checkbox"/>	Talking: Expressing or exchanging ideas by means of the spoken word. Those activities which demand detailed or important instructions spoken to other workers accurately, loudly or quickly.
<input checked="" type="checkbox"/>	Hearing: Perceiving the nature of sounds with no less than a 40 db loss. Ability to receive oral communication and make fine discriminations in sound.
<input checked="" type="checkbox"/>	Repetitive Motions: Substantial movements (motions) of the wrist, hands, and/or fingers.
<input checked="" type="checkbox"/>	Driving: Minimum standards required by State Law (including license).

H. PHYSICAL REQUIREMENTS OF THE POSITION: (List the physical requirements that are essential functions of the job.)

CHECK ONE:

<input checked="" type="checkbox"/>	Sedentary Work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.
<input type="checkbox"/>	Light Work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for Light Work.
<input type="checkbox"/>	Medium Work: Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
<input type="checkbox"/>	Heavy Work: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
<input type="checkbox"/>	Very Heavy Work: Exerting in excess of 100 pounds of force occasionally, and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects.

I. VISUAL ACUITY REQUIREMENTS: (List the visual acuity requirements that are essential functions of the job.)

CHECK ONE:

<input checked="" type="checkbox"/>	Operators (Electronic Equipment), Inspection, Close Assembly, Clerical, Administrative: This is a minimum standard for use with those whose job requires work done at close visual range (i.e. preparing and analyzing data and figures, accounting, transcription, computer terminal, extensive reading, visual inspection involving small parts, operation of machines, using measurement devices, assembly or fabrication of parts).
<input type="checkbox"/>	Machine Operators, Mechanics, Skilled Tradespeople: This is a minimum standard for use with those whose work deals with machines where the seeing job is at or within arm's reach. This also includes mechanics and skilled tradespeople and those who do work of a non-repetitive nature such as carpenters, technicians, service people, plumbers, painters, mechanics, etc. (If the machine operator also inspects, check the "Operators" box.)
<input type="checkbox"/>	Mobile Equipment Operators: This is a minimum standard for use with those who operate cars, trucks,

	forklifts, cranes, and high lift equipment.
<input type="checkbox"/>	Other: This is a minimum standard based on the criteria of accuracy and neatness of work for janitors, sweepers, etc.

J. THE CONDITIONS THE WORKER WILL BE SUBJECT TO IN THIS POSITION:

List the environmental/working conditions to which the employee may be exposed while performing the essential functions of the job. Include scheduling considerations such as on-call for emergencies, rotating shift, etc. **Approximate Percentage of time performing field work:** _____%

CHECK ALL THAT APPLY:

<input checked="" type="checkbox"/>	None: The worker is not substantially exposed to adverse environmental conditions (such as typical office or administrative work).
<input type="checkbox"/>	The worker is subject to inside environmental conditions: Protection from weather conditions but not necessarily from temperature changes (i.e. warehouses, covered loading docks, garages, etc.)
<input type="checkbox"/>	The worker is subject to outside environmental conditions: No effective protection from weather.
<input type="checkbox"/>	The worker is subject to extreme cold: Temperatures below 32 degrees for period of more than one hour.
<input type="checkbox"/>	The worker is subject to extreme heat: Temperatures above 100 degrees for periods of more than one hour.
<input type="checkbox"/>	The worker is subject to noise: There is sufficient noise to cause the worker to shout in order to be heard above the surrounding noise level.
<input type="checkbox"/>	The worker is subject to vibration: Exposure to oscillating movements of the extremities or whole body.
<input type="checkbox"/>	The worker is subject to hazards: Includes a variety of physical conditions, such as proximity to moving mechanical parts, electrical current, working on scaffolding and high places or exposure to chemicals.
<input type="checkbox"/>	The worker is subject to atmospheric conditions: One or more of the following conditions that affect the respiratory system or the skin: Fumes, odors, dust, mists, gases or poor ventilation.
<input type="checkbox"/>	The worker is subject to oil: There is air and/or skin exposure to oils and other cutting fluids.
<input type="checkbox"/>	The worker is required to wear a respirator.

K. MACHINE, TOOLS, EQUIPMENT, ELECTRONIC DEVICES, SOFTWARE, ETC. USED BY POSITION:

List equipment needed to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.)

CHECK ALL THAT APPLY:

<input checked="" type="checkbox"/> Camera and photographic equipment	<input checked="" type="checkbox"/> Office Equipment (desk, chair, telephone, etc.)
<input type="checkbox"/> Cleaning supplies	<input checked="" type="checkbox"/> Office supplies (pens, staplers, pencils, etc.)
<input type="checkbox"/> Commercial vehicle	<input type="checkbox"/> Packing materials (boxes, shrink wrap, etc.)
<input type="checkbox"/> Data processing equipment	<input checked="" type="checkbox"/> PC equipment (monitor, keyboard, printer, etc.)
<input type="checkbox"/> Handcart	<input checked="" type="checkbox"/> PC software
<input type="checkbox"/> Hand tools (<i>please list</i>):	
<input type="checkbox"/> Office Machines (<i>check all that apply</i>): <input checked="" type="checkbox"/> Copier <input checked="" type="checkbox"/> Facsimile <input checked="" type="checkbox"/> Calculator <input type="checkbox"/> Cash register	
<input type="checkbox"/> Other (<i>please list</i>):	

L. SUPPLEMENTARY INFORMATION: (Indicate any other information which further explains the importance, difficulty, or uniqueness of the position, such as its scope of responsibility related to finances, equipment, people, information, etc. Also indicate success factors such as personal characteristics that contribute to an individual's ability to perform well in the job, and any other special considerations.)

Acts as back-up supervisor for Administration section and Commissioner's office. Occasional supervision exercised on a project basis.

Ability to communicate clearly and accurately while resolving problems in a timely fashion when dealing with irate callers or a hostile media.

Knowledge of City Ordinances, State Building Codes, International Building Codes and related enforcement trends highly desirable.

Ability to work effectively with translators and print vendors on DNS projects. Previous exposure to bi-lingual work projects strongly recommended. Current knowledge of print production techniques and internet design highly recommended.

Ability to direct professional video production crews during the creation and editing of video programs or special training programs. Ability to accommodate production needs of local news media crews at news events.

Ability to perform basic repairs to various electronic equipment such as, but not limited to, 134 staff digital cameras, set up of AV display devices, video projectors, setup and operation of audio recording system for emergency hearings and appeals, color registration of digital scanners, and fax machine/copier repairs.

Knowledge of spreadsheets and budgeting required for record keeping and documentation of training related expenditures and materials which is critical to outside national accreditation of department's inspectional staff.

M. I believe that the statements made above in describing this job are complete and accurate:

Signature of Department Head or Designated Representative