

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at MileHighOrdinance@DenverGov.org by **3:00pm on Monday.**

****All fields must be completed.****

Incomplete request forms will be returned to sender which may cause a delay in processing.

Date of Request: **August 19, 2013**

Please mark one: ☒ **Bill Request** or ☐ **Resolution Request**

1. Has your agency submitted this request in the last 12 months?

☐ **Yes** ☒ **No**

If yes, please explain:

2. Title: Approve classification notice # 1391.

3. Requesting Agency: Office of Human Resources

4. Contact Person: *(with actual knowledge of proposed ordinance)*

- **Name:** Seth Duhon-Thornton
- **Phone:** 720-913-5664
- **Email:** seth.duhon-thornton@denvergov.org

5. Contact Person: *(with actual knowledge of proposed ordinance who will present the item at Mayor-Council and who will be available for first and second reading, if necessary)*

- **Name:** Melissa Fisher
- **Phone:** 720-913-5663
- **Email:** melissa.fisher@denvergov.org

6. General description of proposed ordinance including contract scope of work if applicable:

The proposed change amends the Classification and Pay Plan by adding the classifications of Marketing/Communications Professional I (615-A), Marketing/Communications Professional II (808-A), Marketing/Communications Professional II Hourly (808-A) Marketing/Communications Specialist (811-A), and Marketing/Communications Manager (814-A). Additionally, the proposed change abolishes five classifications.

Please include the following:

- a. Duration:**
- b. Location:**
- c. Affected Council District:**
- d. Benefits:**
- e. Costs:**

7. Is there any controversy surrounding this ordinance? (groups or individuals who may have concerns about it?) **Please explain.**

None known

8. Budget Impact:

There is an annual budget impact of \$19,454. Three employees will receive an increase that brings their salary up to the range minimum of their new class.

POSTING IS REQUIRED

Classification Notice No. 1391

To: Agency Heads and Employees
From: Nita Henry, Executive Director
Date: August 15, 2013
Subject: Proposed Change to the Classification and Pay Plan

The proposed change amends the Classification and Pay Plan by adding the classifications of Marketing/Communications Professional I (615-A), Marketing/Communications Professional II (808-A), Marketing/Communications Professional II Hourly (808-A) Marketing/Communications Specialist (811-A), and Marketing/Communications Manager (814-A). Additionally, the proposed change abolishes five classifications.

Arts and Venues requested that the Office of Human Resources (OHR) conduct a Marketing Study. The agency believed the currently class specifications needed to be updated to reflect the changes in the marketing and communications fields including the effects of social media and other changes in the industry and the work performed by employees.

In an effort to better meet the needs of City departments and agencies, OHR conducted the Marketing Study collaboratively with marketing/communications representatives from a variety of departments/agencies. Team members were tasked with serving as technical advisors.

First, the team determined that four classes were needed to describe marketing, communications, and public relations functions in the City: an entry level class (Marketing/Communications Professional I), a full performance class (Marketing/Communications Professional II), a specialist class (Marketing/Communications Specialist), and a manager class (Marketing/Communications Manager). Next, the team identified marketing, communications, public relations duties and responsibilities applicable to each level.

The duties and responsibilities were then used in the development of the job analysis questionnaire, which was distributed to all marketing employees for completion. The team reviewed completed questionnaires to determine the appropriate class level for each employee. Finally, OHR staff created new class specifications using the information that the Team developed. The new class specifications were distributed for review and approval, first by Marketing Study team members, then by all impacted employees.

NEW CLASS

<u>Job Code</u>	<u>Classification Title</u>	<u>Pay Grade</u>
CA2842	Marketing/Communications Professional I	615-A (\$39,911-\$58,270)
LA2847	Marketing/Communications Professional I	615-A (\$39,911-\$58,270)
CA2841	Marketing/Communications Professional II	808-A (\$49,850-\$79,760)
CA2843	Marketing/Communications Professional II Hourly	808-A (\$49,850-\$79,760)
LA2846	Marketing/Communications Professional II	808-A (\$49,850-\$79,760)
CA2840	Marketing/Communications Specialist	811-A (\$60,898-\$97,437)
LA2845	Marketing/Communications Specialist	811-A (\$60,898-\$97,437)
CA2839	Marketing/Communications Manager	814-A (\$74,394-\$119,030)
LA2844	Marketing/Communications Manager	814-A (\$74,394-\$119,030)

ABOLISHMENTS

<u>Job Code</u>	<u>Classification Title</u>	<u>Pay Grade</u>
CA1979	Marketing/Public Relations Representative	808-A (\$49,850-\$79,760)
LA1980	Marketing/Public Relations Representative	808-A (\$49,850-\$79,760)
EA2186	Marketing/Public Relations Representative	808-A (\$49,850-\$79,760)
CA2801	Marketing/Public Relations Representative Hourly	808-A (\$49,850-\$79,760)
CA1978	Marketing/Public Relations Specialist	810-A (\$56,967-\$91,147)
LA2419	Marketing/Public Relations Specialist	810-A (\$56,967-\$91,147)
CA1977	Marketing/Public Relations Administrator	813-A (\$69,592-\$111,347)
CA2635	Marketing/Public Relations Administrator Hourly	813-A (\$69,592-\$111,347)

Per Career Service Rule 7-37 A – “If it is determined, as a result of an audit or maintenance study, that changes to the classification and pay plan are necessary, the effective date of any resulting changes to the classification and pay plan shall be the beginning of the first work week following approval by the Mayor or by the City Council over the Mayor’s veto.”

The Career Service Executive Personnel Director shall provide those appointing authorities who are affected with a draft of proposed changes in the plan, and notice shall be posted on appropriate bulletin boards at least thirteen calendar days from the date of this notice.

Public Notice of Changes:

The scheduled time for the public hearing is **Thursday August 15, 2013 9:00 a.m.** in the OHR Board Room, Room 4.G.2, Webb Municipal Building, 201 West Colfax Avenue.

Note: Please submit any questions or comments on this proposal in writing to Heather Britton heather.britton@denvergov.org, Office of Human Resources, in care of Seth Duhon-Thornton seth.duhon-thornton@denvergov.org by 8:00 a.m. on **Wednesday, August 14, 2013**. Please include a contact name and phone number so that we may respond directly.

If anyone wishes to be heard by the Board on this item, please call Frances Trujillo frances.trujillo@denvergov.org at (720) 913-5168 no later than noon on **Tuesday August 13, 2013**.

NEW CLASS

<u>Job Code</u>	<u>Classification Title</u>	<u>Pay Grade</u>
CA2842	Marketing/Communications Professional I	615-A (\$39,911-\$58,270)
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LA2844	Marketing/Communications Manager	814-A (\$74,394-\$119,030)

	<u>Supervisory Level:</u>	<u>EEO Code:</u>	<u>FLSA:</u>
Marketing/Communications Professional I	3 – None/Incidental	2 – Professional	Non-exempt
Marketing/Communications Professional II	3 – None/Incidental	2 – Professional	Exempt
Marketing/Communications Specialist	3 – None/Incidental	2 – Professional	Exempt
Marketing/Communications Manager	4 – Manager	1 – Officials & Administrators	Exempt

Medical Group:

All of the new classes are Sedentary.

ABOLISHMENTS

<u>Job Code</u>	<u>Classification Title</u>	<u>Pay Grade</u>
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LA1980	Marketing/Public Relations Representative	808-A (\$49,850-\$79,760)
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CA1977	Marketing/Public Relations Administrator	813-A (\$69,592-\$111,347)
CA2635	Marketing/Public Relations Administrator Hourly	813-A (\$69,592-\$111,347)

Synopsis:

Arts and Venues requested that the Office of Human Resources (OHR) conduct a Marketing Study. The agency believed the currently class specifications needed to be updated to reflect the changes in the marketing and communications fields including the effects of social media and other changes in the industry and the work performed by employees.

In an effort to better meet the needs of City departments and agencies, OHR conducted the Marketing Study collaboratively with marketing/communications representatives from a variety of departments/agencies. Team members were tasked with serving as technical advisors.

First, the team determined that four classes were needed to describe marketing, communications, and public relations functions in the City: an entry level class (Marketing/Communications Professional I), a full performance class (Marketing/Communications Professional II), a specialist class (Marketing/Communications Specialist), and a manager class (Marketing/Communications Manager). Next, the team identified marketing, communications, public relations duties and responsibilities applicable to each level.

The duties and responsibilities were then used in the development of the job analysis questionnaire, which was distributed to all marketing employees for completion. The team reviewed completed questionnaires to determine the appropriate class level for each employee. Finally, OHR staff created new class specifications using the information that the Team developed. The new class specifications were distributed for review and approval, first by Marketing Study team members, then by all impacted employees.

The General Statement of Duties for the new classes follows:

Marketing/Communications Manager: Manages major marketing, public relations, public information, and/or communications endeavors for a large department or in support of an elected official by developing a strategic plan for the

work area, serving as the principal spokesperson, and establishing and maintaining effective working relationships with city officials, department managers, representatives from the press/media, and the public.

Marketing/Communications Specialist: Performs professional, specialist level communications, marketing, and/or public relations work by planning, developing, designing, coordinating, and monitoring a variety of promotional and informational campaigns and serves as a spokesperson for the department/agency.

Marketing/Communications Professional II: Performs full performance, professional level communications, marketing, and/or public relations work involved in the preparation and implementation of a variety of promotional and informational materials.

Marketing/Communications Professional I: Performs entry level professional marketing, public relations, and/or communications work while receiving training in the principles, practices, and procedures of marketing, public relations, and/or communication methods and techniques, works under close supervision, and as the employee gains experience, assignments expand in complexity and scope.

Pay Rationale:

To determine the appropriate pay grade for the Marketing/Communications classes included in the study, OHR based its recommendations on both internal relationships and external market comparisons. A summary of the pay rationale, by class, appears below.

Marketing/Communications Manager: Pay data from Mercer and Mountain States Employers Council was used to determine the pay grade for Marketing/Communications Manager. The market average actual rate was \$94,546. This pay rate corresponds with the midpoint of pay grade 814-A (\$74,394-\$119,030) which is \$96,712, creating a percentage difference of 2%.

Marketing/Communications Specialist: The pay grade recommendation was developed based on internal relationships to the Marketing/Communications Manager and Marketing/Communications Professional II. The recommendation is to have the Specialist set equidistance from the other two classifications, which would be three pay grades from each. This would result in a pay grade of 811-A (\$60,898-\$97,437). Additionally, the pay grade recommendation comes from an internal equity to the Human Resources Specialist, based on the similarity of duties and responsibilities, as well as level of education. For example, both classifications require a bachelor's degree and three years of full performance, professional level experience.

Marketing/Communications Professional II: Pay data from Mercer was used to determine the pay grade for Marketing/Communications Professional II. The market average actual rate was \$63,544. This pay rate corresponds with the midpoint of pay grade 808-A (\$49,850-\$79,760) which is \$64,805, creating a percentage difference of 1.95%.

Marketing/Communications Professional I: The pay grade recommendation uses the internal relationship to the Marketing/Communications Professional II. The recommendation is to have the Marketing/Communications Professional I set three pay grades below the Marketing/Communications Professional II, which is in line with the rest of the series. This results in a pay grade of 615-A (\$39,911-\$58,270). The Staff Human Resources Professional and Management Analyst I are used as internal equity to support the recommendation, based on the similarity of duties and responsibilities, as well as level of education. For example, these are all entry level classes designed for employees to gain professional level experience.

Employee Impact:

All of the employees in the study will be reallocated into one of the new marketing classes or a different existing class. Ten employees will be upgraded, and 5 employees will be downgraded. The rest of the employees will be placed in a new class that is the equivalent to their present class.

Budget Impact:

There is an annual budget impact of \$19,454. Three employees will receive an increase that brings their salary up to the range minimum of the new class.

Organizational Data:

Most positions in the study will report to a Marketing/Communications Manager but some will report to other positions based on the structure of each agency.

Effective Date Rule:

Section 7-37 A: If it is determined, as a result of an audit or maintenance study, that changes to the classification and pay plan are necessary, the effective date of any resulting changes to the classification and pay plan shall be the beginning of the first work week following approval by the Mayor or by the City Council over the Mayor's veto.