

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: **December 8, 2017**

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 #1552 – Marketing/Communications Director**

3. **Requesting Agency:** Office of Human Resources

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

- **Name:** Greg Thress
- **Phone:** 720-913-5602
- **Email:** greg.thress@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:** Nicole de Gioia-Keane
- **Phone:** 720-913-5643
- **Email:** Nicole.deGioia-Keane@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 creating new classification called Marketing/Communications Director at pay grade A-816.

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 no budget impact.

POSTING IS REQUIRED

Classification Notice No. 1552

To: Agency Heads and Employees
From: Karen Niparko, Executive Director of the Office of Human Resources
Date: November 20, 2017
Subject: Proposed Change to the Classification and Pay Plan

The proposed change amends the Classification and Pay Plan by creating new classification called Marketing/Communications Director at pay grade A-816.

Currently, there is one management level for the Marketing, Public Relations, and Communications classification series, which is the Marketing/Communications Manager (A-814). As a result of an individual position audit within the Office of Human Resources, it is proposed to create a new classification called Marketing/Communications Director (A-816). This will provide a classification for large departments, agencies and/or divisions that have a city-wide impact that includes developing and implementing annual and multi-year work plans, while implementing strategies to ensure resources are available to achieve work plans and resolve complex business issues. With the proposed classification of Marketing/Communications Director, the Marketing/Communications Manager job specification has been revised and will be utilized by smaller departments, agencies or unit in a larger organization that will focus on operational rather than strategic objectives.

NEW CLASS

Proposed Title

Marketing/Communications Director

Proposed Pay Grade

A-816 (\$91,224-\$118,591-\$145,958)

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 Executive Director of the Office of Human Resources 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, December 7, 2017 at 4:30 PM** in the OHR Board Room, Room 4.G.2, Webb Municipal Building, 201 West Colfax Avenue.

Please submit any questions or comments on this proposal in writing to compensation@denvergov.org by 8:00 AM on **Sunday, December 3, 2017**. 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 George Branchaud george.branchaud@denvergov.org at (720) 913-5650 no later than noon on **Tuesday, December 5, 2017**.

NEW CLASSIFICATION

Job Code:	CA3053
Pay Grade:	A-816
Pay Range:	\$91,225 – \$118,591 – \$145,958
FLSA:	Exempt

Classification Title:	Marketing/ Communications Director
Management Level:	4 - Director
Medical Group:	Sedentary
EEO Code:	1 – Officials & Administrators

Synopsis:

Currently, there is one management level for the Marketing, Public Relations, and Communications classification series, which is the Marketing/Communications Manager (A-814). As a result of an individual position audit within the Office of Human Resources, it is proposed to create a new classification called Marketing/Communications Director (A-816). This will provide a classification for large departments, agencies and/or divisions that have a city-wide impact that includes developing and implementing annual and multi-year work plans, while implementing strategies to ensure resources are available to achieve work plans and resolve complex business issues. With the proposed classification of Marketing/Communications Director, the Marketing/Communications Manager job specification has been revised and will be utilized by smaller departments, agencies or unit in a larger organization that will focus on operational rather than strategic objectives.

Pay Rationale:

Market data for this classification was not representative due to the specialization of the work being performed; therefore, the pay recommendation is based on internal equity with the Marketing/Communications Manager, which is a comparable classification based on similar duties and responsibilities designed for smaller departments and agencies.

The Marketing/Communications Manager is compensated at pay grade A-814. It is recommended that the Marketing/Communications Director’s compensation be set at pay grade A-816. This recommendation takes into account the established compensation practice of a two-pay grade difference between manager and director classifications within a series.

- Marketing/Communications Manager (A-814) Range: \$79,828 - \$103,777 - \$127,725
- Marketing/Communications Director (A-816) Range: \$91,224 - \$118,591 - \$145,958

Employee and Budget Impact:

There is currently one employee in the Office of Human Resources who will be audited into the new classification. Classification and Compensation is not recommending the movement of other employees, leaving open the possibility of reallocation of other individuals in appropriate departments/agencies. There is currently no budget impact at this time, as the one impacted individual will move pay-to-pay.

Organizational Data:

The Marketing/Communications Director position is designed to direct the marketing, public relations, and communication functions for large departments, agencies and/or divisions that have citywide impact. This job classification does not report to any one department or agency, and may report to a variety of different upper management job classifications based on individual department or agency needs and structure.

Effective Date Rule: Rule 7-37(A)

If it is determined, because 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. Provisional classifications resulting from changes to the classification and pay plan may be used upon approval by the Board, but use for longer than six months is contingent upon City Council approval.