



CITY OF REDDING

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October 15, 2019

Amber Edenburn, President
Redding Independent Employees' Organization
1800 Park Marina Dr
Redding, CA 96001

Subject: Side Letter of Agreement to MOU between City of Redding and Redding Independent Employees' Organization (RIEO) Regarding Communication Team Classifications

Dear Amber:

The purpose of this letter is to codify the agreement between City of Redding and Redding Independent Employees' Organization (RIEO) regarding the new classification of Communication Marketing Coordinator, and the creation of a series for the classification of Graphic Designer (Graphic Designer I/II). Attached are the agreed upon classification specifications.

If the Organization concurs with the foregoing, please sign and date the enclosed copies of this letter, return one to me, and keep the other copy for your records.

Sincerely,

A handwritten signature in blue ink that reads "S DeMaagd".

Sheri DeMaagd
Assistant City Manger/Personnel Director

The Organization concurs with the above:

A handwritten signature in blue ink that reads "Amber Edenburn".

Amber Edenburn, RIEO President

A handwritten date in blue ink that reads "10/23/19".

Date

c: City Council
Barry Tippin, City Manager
Kim Niemer, Director of Community Services

DEFINITION:

Under immediate supervision, the Graphic Designer I is responsible for the management of the graphic and user interface design involved in the strategic development, implementation and support of citywide public relations, communications and marketing programs. Incumbents develop and maintain the visual brand as well as, manage, design and oversee all aspects of graphic and web design throughout the City; serve as consultants to other departments to guide, shape and frame messages and ideas on behalf of the City. Work is focused on leading the design and concept for communication campaigns & projects, engaging citizens, supporting citywide short & long range planning and implementing aspects of the communications master plan. Incumbents assist City Departments in strategic and creative projects; facilitate the effective communication of the intended message using a variety of digital and electronic applications, tools and methods.

DISTINGUISHING CHARACTERISTICS:

This is the entry level classification in the Graphic Designer series. Work in this class is distinguished from Graphic Designer II in that the later classification performs work of greater complexity and with greater independence. Under immediate supervision, the Graphic Designer I is responsible for the development and production of graphic design work. With the aid of computer-assisted applications, incumbents use design and production elements to convey the desired impact and message to a specifically targeted audience. Incumbents in this class may be advanced to the Graphic Designer II level upon meeting the requirements of that classification, completing a minimum of one year of satisfactory performance as a Graphic Designer I, in a full-time position or equivalent service, with the City of Redding, and upon the recommendation of the Department Director.

EXAMPLES OF DUTIES:

NOTE: The following are the duties performed by employees in this classification. However, employees may perform other related duties. Duties listed are not necessarily performed by each individual in the classification:

1. Provide visual communications expertise and technical knowledge to departments throughout the City to assist in the effective communication of City priorities, initiatives and special projects.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

2. Identify and develop pertinent topics, issues and special projects to promote community engagement in City initiatives and programs.

Measures: Demonstrates creative problem solving in order to promote community engagement.

3. Act as a liaison with responsibility for the ongoing assessment, design, development, implementation, promotion, maintenance and evaluation of applicable programs or events.

Measures: Provides relevant and current advice and technical solutions to design problems.

4. Collaborate with team members on the creation and posting of press releases, feature stories, branding campaigns, social media content, digital design and photography.

Measures: Communicates effectively with the team and customers.

5. Coordinate with others on a variety of communication campaigns including leading project discussions and implementations, manage production schedules and maintain oversight of resources of the project; may coordinate and direct the activities of staff.

Measures: Campaigns are initiated and projects are completed within expected deadlines.

6. Design and build the look and feel of a website to enhance the experience of the user by combining visual communication skills with an understanding of user interaction and online branding.

Measures: Maintains up-to-date current skills with website design and user interaction best practices.

7. Create and publish online and interactive content for use in a variety of formats including print, web, video and social media to engage and inform the public.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

8. Design and support the user interface and front end development for City event websites; define wireframe, build the layouts, graphics and overall look and feel of the site.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

9. Review and inspect content for compliance with the Americans With Disabilities Act (ADA).

Measures: Work is performed accurately, timely, and within established guidelines and

procedures.

10. Test and debug websites and links to work across multiple platforms and hardware; ensure website content and graphics are displayed consistently across multiple platforms and works directly with IT/IS as well as designers, vendors and contractors.

Measures: Websites are free of defects and issues.

11. Initiate, design, produce and publish public relations products and marketing materials for digital and electronic platforms; manage execution of these platforms and track metrics and analytics.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

12. Develop graphics and visual images for product illustrations, logos, and websites to support City wide content and topics including creating designs, banners, interactive slides and embedding video.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

13. Maintain portfolio of projects and campaigns as well as catalog, document and manage graphic, photo and social media galleries; file, archive and maintain online libraries

Measures: Records are appropriately organized and maintained. System backups are performed to avoid loss of data.

14. Collaborate with vendors such as contracted designers and/or other creative agencies

Measures: Communicates effectively with the team and customers.

15. Perform other duties as assigned within the scope of the job classification.

TYPICAL QUALIFICATIONS:

Knowledge of:

Methods and techniques used in graphic design, web site design and photography; basic and advanced design concepts; best practices in implementing communications and public relations strategies including social media programs; use and maintenance of specialized graphic and multimedia production equipment including software and hardware; a variety of software including MS Office, In Design, Photoshop and other Adobe products; CSS, HTML5, and other

languages as necessary; marketing targets to integrate the branding, design, look and feel and message content to reach diverse audiences.

Ability to:

Effectively communicate a message using a variety of multimedia techniques and equipment; create design assets that identify a product or convey a message; prepare and present information to diverse audiences; think creatively, analyze and problem solve; design, plan, organize and coordinate multiple projects effectively and efficiently; design graphics in a variety of media formats including print and web; work independently and manage projects efficiently; manage and participate in a team environment; create and maintain effective working relationships; stay up-to-date with new technology and industry applications; manage, track and maintain metrics and analytics relevant to production; measure impact as it relates to the communication program; appropriately apply knowledge to increase use of the City's social media sites; use multimedia based software programs and equipment; professionally interact with citizens, the Mayor, elected officials and the business community on a daily basis.

Education:

Any combination of training and experience that would likely provide the required knowledge, skills, and abilities is qualifying; typical education would include a Bachelor's Degree in Public Administration, Public Relations, Graphic Design, Communications, Digital Communications or related field.

Experience:

Typical experience would include two years of relevant experience in a related field.

Special Requirements:

Possession of the appropriate California driver's license, or the ability to acquire one within ten days of appointment.

Working Conditions:

Work is primarily performed in an office environment but may work outdoors; hours may vary depending on meeting schedules and event needs, including weekend and evening hours. Required to sit, talk and hear; frequently required to use hands to finger, repetitive arm, wrist and hand movement. May be required to lift, carry and/or move up to 30 pounds.

DEFINITION:

Under direction, the Graphic Designer II is responsible for the management of the graphic and user interface design involved in the strategic development, implementation and support of citywide public relations, communications and marketing programs. Incumbents develop and maintain the visual brand as well as, manage, design and oversee all aspects of graphic and web design throughout the City; serve as consultants to other departments to guide, shape and frame messages and ideas on behalf of the City. Work is focused on leading the design and concept for communication campaigns & projects, engaging citizens, supporting citywide short & long range planning and implementing aspects of the communications master plan. Incumbents assist City Departments in strategic and creative projects; facilitate the effective communication of the intended message using a variety of digital and electronic applications, tools and methods.

DISTINGUISHING CHARACTERISTICS:

This is the journey level classification in the Graphic Designer series. Work in this class is distinguished from Graphic Designer I by the greater complexity of the assignments received and the greater independence with which the incumbent is expected to operate. Under direction, the Graphic Designer II is responsible for the concept, development, and production of graphic design work. With the aid of computer-assisted applications, incumbents use design and production elements to convey the desired impact and message to a specifically targeted audience.

EXAMPLES OF DUTIES:

NOTE: The following are the duties performed by employees in this classification. However, employees may perform other related duties. Duties listed are not necessarily performed by each individual in the classification:

1. Provide visual communications expertise and technical knowledge to departments throughout the City to assist in the effective communication of City priorities, initiatives and special projects.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

2. Identify and develop pertinent topics, issues and special projects to promote community engagement in City initiatives and programs.

Measures: Demonstrates creative problem solving in order to promote community engagement.

3. Act as the main point of contact and/or liaison with responsibility for the ongoing assessment, design, development, implementation, promotion, maintenance and evaluation of applicable programs or events.

Measures: Provides relevant and current advice and technical solutions to design problems.

4. Collaborate with team members on the creation and posting of press releases, feature stories, branding campaigns, social media content, digital design and photography.

Measures: Communicates effectively with the team and customers.

5. Coordinate with others on a variety of communication campaigns including leading project discussions and implementations, manage production schedules and maintain oversight of resources of the project; may coordinate and direct the activities of staff.

Measures: Campaigns are initiated and projects are completed within expected deadlines.

6. Develop, design and build the look and feel of a website to enhance the experience of the user by combining visual communication skills with an understanding of user interaction and online branding.

Measures: Maintains up-to-date current skills with website design and user interaction best practices.

7. Create and publish online and interactive content for use in a variety of formats including print, web, video and social media to engage and inform the public.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

8. Develop, design and support the user interface and front end development for City event websites; define wireframe, build the layouts, graphics and overall look and feel of the site.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

9. Review and inspect content for compliance with the Americans With Disabilities Act (ADA).

Measures: Meet legal requirements.

10. Test and debug websites and links to work across multiple platforms and hardware; ensure website content and graphics are displayed consistently across multiple platforms and works directly with IT/IS as well as designers, vendors and contractors.

Measures: Websites are free of defects and issues.

11. Initiate, design, produce and publish public relations products and marketing materials for digital and electronic platforms; manage execution of these platforms and track metrics and analytics.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

12. Develop graphics and visual images for product illustrations, logos, and websites to support City wide content and topics including creating designs, banners, interactive slides and embedding video.

Measures: Deadlines are met, customers are satisfied and projects are completed within budgeted resources.

13. Maintain portfolio of projects and campaigns as well as catalog, document and manage graphic, photo and social media galleries; file, archive and maintain online libraries

Measures: Records are appropriately organized and maintained. System backups are performed to avoid loss of data.

14. Direct and/or collaborate with vendors such as contracted designers and/or other creative agencies

Measures: Communicates effectively with the team and customers.

15. Manage printing budgets and oversee creative services contracts.

Measures: Budgets are met, and contracts are maintained effectively.

TYPICAL QUALIFICATIONS:

Knowledge of:

Methods and techniques used in graphic design, web site design and photography; basic and advanced design concepts; best practices in implementing communications and public relations strategies including social media programs; use and maintenance of specialized graphic and multimedia production equipment including software and hardware; a variety of software including MS Office, In Design, Photoshop and other Adobe products; CSS, HTML5, and other languages as necessary; marketing targets to integrate the branding, design, look and feel and message content to reach diverse audiences.

Ability to:

Effectively communicate a message using a variety of multimedia techniques and equipment; create design assets that identify a product or convey a message; prepare and present information to diverse audiences; think creatively, analyze and problem solve; design, plan, organize and coordinate multiple projects effectively and efficiently; design graphics in a variety of media formats including print and web; work independently and manage projects efficiently; lead, manage and participate in a team environment; create and maintain effective working relationships; stay up-to-date with new technology and industry applications; manage, track and maintain metrics and analytics relevant to production; measure impact as it relates to the communication program; appropriately apply knowledge to increase use of the City's social media sites; use multimedia based software programs and equipment; professionally interact with citizens, the Mayor, elected officials and the business community on a daily basis.

Education:

Any combination of training and experience that would likely provide the required knowledge, skills, and abilities is qualifying; typical education would include a Bachelor's Degree in Public Administration, Public Relations, Graphic Design, Communications, Digital Communications or related field.

Experience:

Typical experience would include three years of relevant experience in a related field.

Special Requirements:

Possession of the appropriate California driver's license, or the ability to acquire one within ten days of appointment.

Working Conditions:

Work is primarily performed in an office environment but may work outdoors; hours may vary depending on meeting schedules and event needs, including weekend and evening hours. Required to sit, talk and hear; frequently required to use hands to finger, repetitive arm, wrist and hand movement. May be required to lift, carry and/or move up to 30 pounds.

DEFINITION:

Under general direction, this position is responsible for the planning, development and implementation of communication plans and strategies in order to: provide information regarding City projects/programs to a wide variety of audiences in a way that is in alignment with the City's vision, mission, values, goals and objectives; and coordinate community outreach and engagement activities that further the City's priorities and initiatives. This position will also use specialized knowledge and expertise to create communication and marketing collateral for one or more of the following platforms: video production, television programming, writing, web, photography, and social or print media.

DISTINGUISHING CHARACTERISTICS:

The Communication Marketing Coordinator classification is distinguished from other classifications across the City in that the position is focused on developing and creating global, city-wide communication efforts (for internal and public audiences) and using their expertise to create a work products via various platforms (video, social media, etc.) that effectively communicates the intended message of the program, project or campaign.

EXAMPLES OF DUTIES:

Essential Duties and Responsibilities

1. Develop and implement communications plans and strategies that communicate relevant information that are appropriate for the scope and target audiences regarding City projects, programs, priorities and initiatives.

Measures: Demonstrates teamwork and creative problem solving in order to effectively communicate to staff and community members

2. Provide programmatic guidance, planning and implementation in assigned area of focus that has significant impact across the organization and community.

Measures: Displays expertise in effective Marketing and Communication best practices.

3. Act as point person to develop and produce a wide range of inward and outward facing communication and marketing collateral for one or more of the following platforms: video production, television programming, writing, web, photography, and social or print media, to provide messaging or education regarding specific City programs, projects, or initiatives.

Measures: Displays timely creative problem solving in order to effectively communicate

to staff and community members

4. Lead or assist in the planning, coordination and execution of community outreach events and stakeholder meetings in order to encourage a two-way dialogue with City staff, and Redding neighborhoods, and/or the business community.

Measures: Demonstrates effective communication techniques with staff and community members to encourage positive outcomes.

5. Provide oversight, create and curate content for the City's main social media venues, as well as monitor and respond to citizen comments and questions.

Measures: Demonstrates effective communication techniques with the community to encourage positive outcomes.

6. Collaborate with and provide storytelling guidance to a variety of internal staff and external contacts from the media, business community, local and regional elected officials in order to help develop engaging content like scripts for videos, taglines and story bites for social media, etc.

Measures: Employs proper grammar, spelling and writing abilities for technical and creative media assets.

7. Conduct project management and coordination to include organizing project work flow, timelines and scope, tracking and reporting.

Measures: Deadlines and project budgets are met and are completed correctly.

8. Create, write and/or publish content for use in print, electronic, digital, web and social media platforms, including digital imaging and photography.

Measures: Employs proper grammar, spelling and writing abilities for technical and creative media assets as well as showing proficiency in technological solutions.

9. May develop organization wide feature stories and concept pitches including conducting fact finding and research.

Measures: Shows proactive content creation and initiative to get in front of developing stories

10. Effectively convey complex issues, events, and concepts in succinct, easy-to-understand language orally, visually, and in writing.

Measures: Understands ADA compliance. Employs proper grammar, spelling and writing abilities for technical and creative media assets

11. Write, edit and proofread documents, reports, press-releases, web content, etc.

Measures: Employs proper grammar, spelling and writing abilities for technical and creative media assets.

12. Assist in the creation and promotion of branded campaigns to further City priorities and initiatives.

Measures: Stays up to date and proficient in Design related software and Marketing related technology

13. Stay abreast of City of Redding issues and current news in order to provide effective guidance to City staff on related communications issues or concerns.

Measures: Shows proactive content creation and initiative to get in front of developing stories

14. Establish rapport with people easily, developing and maintaining a network of contacts who can provide information, help and access to others.

Measures: Demonstrates effective communication techniques with the community to encourage positive outcomes.

15. Work effectively with printers, vendors, staff and work teams to support production timelines and budgets.

Measures: Deadlines and project budgets are met and are completed correctly.

16. Ensure timely distribution and posting of news and information products.

Measures: Deadlines and project budgets are met and are completed correctly.

17. Provide support to special projects and events as needed; and have the ability to provide back-up coverage to any of the communications programmatic specialties when needed (i.e. social media, photography, videography, etc.).

Measures: Demonstrates effective communication techniques with the community to encourage positive outcomes and shows proficiency in the design software needed to provide such support and coverage.

18. May act as back-up to the Communications and Marketing Manager in the areas of Emergency Management.

Measures: Demonstrates effective communication techniques with the community to encourage positive outcomes and shows proficiency in the design software needed to

provide such support and coverage.

19. Track and report on metrics and measures relating to assigned area of focus.

Measures: Shows proactive market research and initiative to get in front of developing areas of focus

20. Perform other duties as assigned within the scope of the job classification.

TYPICAL REQUIREMENTS

Knowledge of:

Communications, marketing, public relations principals, trends, techniques and best practices; skilled in innovative community outreach and engagement, targeted demographics and internal corporate communication and engagement strategies and techniques; traditional and non-traditional communications platforms including, but not limited to: print, web, social media, graphics, video, photography, etc.; effective written communication, graphical layout and multimedia techniques, ensuring that work products are clear, concise, and effectively convey the intended messages and information; use and maintenance of various media equipment and software with the ability to troubleshoot problems; grammar and proofreading; research methods, and critically evaluating the research findings; MS Office software including Word, Excel, Outlook and PowerPoint; Adobe Suite programs including InDesign, Photoshop, Illustrator, and Acrobat Pro. Experience with XHTML, CSS, video editing software, and project management software is desirable.

Ability to:

Gather, translate and synthesize technical or industry specific content into content of interest to the general public; apply communications design techniques and strategies to achieve positive results; produce work products that are visually appealing and effectively communicate an intended message; establish and maintain effective working relationships with City staff, elected officials, and the public; effectively problem solve and resolve conflicts; work independently and as part of a team; handle stressful situations with diplomacy, tact, and discretion; streamline processes to increase production and efficiency; be flexible and adaptable in terms of timing and work projects; organize and work on multiple projects with competing deadlines; can effectively produce quality work products with tight deadlines and short turn-around times; take direction and demonstrate initiative, attention to detail and strong organizational skills; be social media savvy.

Education:

Any combination of training and experience that would likely provide the required knowledge, skills, and abilities is qualifying; typical education would include a Bachelor's Degree in Public Relations, Communications, Digital Communications, Journalism or related field.

Experience:

Typical experience would include five years of applicable experience.

Special Requirements:

Possession of the appropriate California driver's license, or the ability to acquire one within ten days of appointment.

Working Conditions:

Work is predominately indoors in a clean, climate-controlled workspace with some outdoor work. Work requires movement from one city facility to another and attendance at evening and/or weekend meetings and events. Required to sit, talk, and hear; frequently required to use hands-to-finger, feel or handle writing utensils, computers and office supplies which require repetitive arm wrist and hand movement. Frequently required to stand and reach with arms and hands, climb, balance, stoop, kneel, crouch, bend or crawl. The employee is occasionally required to lift or move up to 30 pounds.