



Naperville

CITY COUNCIL AGENDA ITEM

SUBJECT: Authorize the City Manager to recruit externally and internally to fill one vacant Community Relations Manager position.

TYPE OF VOTE: Simple majority

ACTION REQUESTED:
Grant approval to recruit externally and internally to fill one vacant Community Relations Manager position.

BOARD/COMMISSION REVIEW:
N/A

COUNCIL ACTION PREVIOUSLY TAKEN:

Date	Item No.	Action
09/16/08	03	Hiring Freeze
02/03/09	L3	Authorize City Manager to internally fill vacancies that result in no change in FTEs and will be cost neutral or result in cost savings.

DEPARTMENT: City Manager's Office

SUBMITTED BY: Marcie Schatz, Deputy City Manager

FISCAL IMPACT:
The recommended action will result in no change in budgeted headcount or budget within CMO. An external hire would have Tier 2 benefits.

BACKGROUND:
On September 16, 2008, the City Council implemented a hiring freeze, requiring the City Manager to seek their approval prior to filling positions. On February 3, 2009, the City Council authorized the City Manager to fill vacancies internally without Council approval provided that a) the transfer is cost neutral or saves money, b) there is no increase in FTE's, and c) external hiring will be approved by the City Council. The City Manager supports the request to advertise and hire the position.

The Community Relations Division is comprised of four members: a Community Relations Manager, a Community Relations Specialist, a Community Relations Assistant, and a Web Content Coordinator.

DISCUSSION:

DEPARTMENT	JOB TITLE	RESULT	CHANGE IN BUDGETED HEADCOUNT	SALARY GRADE & RANGE	TIER 1 or 2
City Manager's Office	Community Relations Manager	Vacant positions are filled via external means	+/- 0 FTE	Grade L03 Min \$65,422 Mid \$86,076 Max \$106,730	2

The Community Relations Manager will drive the external communications strategy and public outreach efforts for the City of Naperville. The person in this position, in conjunction with current staff, will have the opportunity to integrate public outreach and effective communications into every department and major project at the City. Just as budget, schedule, and resources are critical to any project plan, the Community Relations Manager will emphasize the fact that public outreach and education is just as critical of a component to ensure successful project completion.

The proposed duties of the Community Relations Manager include:

- Serve as chief consultant to all departments on the development, implementation and execution of communications strategies and policies. Develop strategies to change City communications efforts from reactive to proactive.
- Design, develop and execute the communication, marketing and branding of the City's vision, values and messages to external and internal audiences.
- Develop and implement City Communications policies, including Emergency/Crisis Communications and Social Media policies.
- Manage the dissemination of public information during emergency/crisis situations.
- Build consistency in all external and internal communications.
- Lead all aspects of media relations, including preparing spokespersons and department representatives to appropriately convey the City's message in a variety of situations.
- Supervise the three full-time employees in the Community Relations Division.
- Assist with developing and strengthening an effective internal communication plan.
- Advance the appropriate use of emerging and developing technology in communication, including the City's website and social media outlets.
- Further transparency initiatives in the City.

If the Community Relations Manager position is not filled, many of the above duties cannot be accomplished with the current staffing level, including consulting all departments on communication strategies, migrating the City's communication efforts from reactive to proactive,

and assisting with the development of an internal communication plan. In addition, many other duties, including advancing the appropriate use of social media and the website, will be limited.

Part-time Consideration

The position is not recommended to be hired as part-time. As a supervisory position, the position requires significant coordination with the members of his or her team, other departments in the City, and residents and businesses. In addition, consistent messaging and operations are critical to the success of Community Relations. The manager of the team needs to be a full-time employee to provide that presence and consistency within the department.

RECOMMENDATION:

Grant approval to recruit externally and internally to fill one vacant Community Relations Manager position.