

POSTING IS REQUIRED

Classification Notice No. 1364

To: Agency Heads and Employees
From: Nita Henry, Executive Director
Date: March 15, 2012
Subject: Proposed Change to the Classification and Pay Plan

The proposed change amends the Classification and Pay Plan by adding Legislative & Communications Liaison (810-A).

At the request of the Mayor's Office, Career Service Authority (CSA) is developing a new classification, Legislative & Communications Liaison. This classification has three areas of focus: 1) to function as a liaison with the city's marketing/public relations professionals to effectively communicate department/agency initiatives and participate in the development of citywide policies, procedures, and standards for marketing, communications, and public relations; 2) to provide marketing, communications, and public relations support to departments/agencies without dedicated personnel; and 3) to serve as an advisor to the Mayor's Office by providing feedback and recommendations on complex policy issues and/or proposed legislation.

NEW CLASS

<u>Job Code</u>	<u>Classification Title:</u>	<u>Pay Grade/Range</u>
CA2625	Legislative & Communications Liaison	810-A (\$56,031 to \$89,409)

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 re-allocations shall be the beginning of the first work week following approval by the Board.”

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 April 5, 2012 5:00 p.m.** in the CSA Board Room, Room 4.F.6, Webb Municipal Building, 201 West Colfax Avenue.

Note: Please submit any questions or comments on this proposal in writing to Bruce Backer bruce.backer@denvergov.org, Career Service Authority, in care of Alena Martinez alena.martinez@denvergov.org by 8:00 a.m. on **Thursday, March 29, 2012**. 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 Leon Duran leon.duran@denvergov.org at (720) 913-5168 no later than noon on **Tuesday, April 3, 2012**.



Career Service Authority

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Legislative & Communications Liaison

GENERAL STATEMENT OF CLASS DUTIES

Performs advanced, specialized professional level work functioning as a liaison with the city's marketing/public relations professionals to effectively communicate department/agency initiatives; participating in the development of citywide policies, procedures, and standards for marketing, communications, and public relations; providing marketing, communications, and public relations support to departments/agencies without dedicated personnel; and serving as an advisor to the Mayor's Office by providing feedback and recommendations on complex policy issues and/or proposed legislation.

DISTINGUISHING CHARACTERISTICS

The Legislative & Communications Liaison is distinguished from the *Marketing/Public Relations Specialist* which performs professional specialist level communications, marketing, and/or public relations work involved in planning, developing, designing, coordinating, and monitoring of a variety of promotional and informational materials directed at public involvement and outreach strategies and activities.

Next, the Legislative & Communications Liaison is distinguished from the *City Council Legislative Analyst*, which performs advanced, specialized professional level work coordinating and managing the City's legislative process and City Council committee meetings; performing research and analysis into complex policy issues, making recommendations and providing advice to City Council members on existing and proposed legislation; and functioning as a technical expert on the City's legislative process by advising City Council members, city employees, and the public on legislative processes and procedures.

Finally, the Legislative & Communications Liaison is distinguished from the *Strategic Advisor*, which performs advanced, specialized professional level work by serving as a key advisor to an Appointing Authority/Executive, providing advice and counsel on a wide range of highly complex strategic, policy, organizational, and management issues, and making recommendations that have significant and long-term impact on city/departmental policies and priorities.

Guidelines, Difficulty and Decision Making Level:

Guidelines are generally in the form of stated objectives only with issues and factors largely undefined requiring the employee to exercise creativity and ingenuity in devising criteria, techniques, strategy, and methodologies for approaching assigned functions or projects.

Duties performed involve concepts, theories, and concrete factors to be evaluated and weighed requiring a high degree of analytical ability, independent judgment, and decision-making.

Work assignment is generally unstructured and employee is responsible for organizing complex, varied, and simultaneous coordination of several functions, programs, or projects in various stages of completion.

Level of Supervision Received and Quality Review:

Under administrative supervision, the employee has personal accountability for carrying out an assigned function, program, or project within the scope of established guidelines and objectives and is expected to resolve problems that arise in the normal course of the work. Completed work is generally reviewed for soundness of judgment, conclusion, adequacy, and conformance to policy.

Interpersonal Communications and Purpose:

Contacts are of a non-prescribed nature involving the negotiation and resolution of problems and where exceptional degrees of discretion, judgment, and knowledge are required. Communication where the exchange of information, support, influence, and cooperation may have a very significant impact on the division, programs, and/or policies of the organization.

Level of Supervision Exercised:

By position, performs lead work.

ESSENTIAL DUTIES

Functions as a liaison with marketing/public relations professionals across the city to communicate and provide support for department/agency initiatives or proposed legislation and to coordinate interdepartmental communication efforts on major city events.

Participates in the development and implementation of citywide communications, marketing, and public relations policies, procedures, and standards; develops and recommends citywide communications, marketing, or public relations solutions for complex problems and highly sensitive issues that impact a specific program area.

Acts as a technical expert in a specific program area and provides leadership, focus, and direction to a variety of cross functional, departmental, and/or jurisdictional teams in order to achieve important city objectives related to the city's priorities.

Cultivates, fosters, and maintains positive working relationships with representative from agencies, departments, community and business groups, legislative officials, and other stakeholders to gain their cooperation and support to further organizational interests and objectives.

Acts as spokesperson or represents departments/agencies without a dedicated public information officer, by relaying information and promoting publicity for public and media related initiatives and acts as a liaison between the department/agency, the community, and/or other stakeholders.

Develops, coordinates, and monitors communications, marketing, and public relations initiatives and activities for departments or agencies without marketing/communications professionals; oversees the preparation and distribution of responses to all media requests, informational interviews, public inquiries and/or public official requests and ensures accuracy and timeliness.

Researches and analyzes complex policy issues or proposed legislation that impact the city's priorities, goals, and services and develops recommendations on the proper course of action; serves as an advisor to the Mayor's Office by providing feedback and recommendations on these policy issues or proposed legislation.

Represents the Mayor's Office at meetings and interdepartmental activities to influence legislative and/or regulatory change, garner support, shape opinions, and advocate controversial positions in order to achieve the city's goals, interests, and needs.

By position, coordinates and provides assistance with crisis communications, which includes implementing emergency and strategic plans and protocols for crisis communications and notifying appropriate staff, officials, and/or departments/agencies.

Any one position may not include all of the duties listed.
However, the allocation of positions will be determined by
the amount of time spent in performing the essential duties
listed above.

MINIMUM QUALIFICATIONS

Competencies, Knowledge, & Skills:

Integrity/Honesty – Contributes to maintaining the integrity of the organization, displays high standards of ethical conduct, understands the impact of violating these standards on an organization, self, and others, and is trustworthy.

Communicating with Persons Outside Organization – Communicating with people outside the organization; representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, by telephone, or e-mail.

Sales & Marketing – Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales controls systems.

Customer Service – Works with customers to assess needs, provide assistance, resolves problems, and satisfy expectations, knows products and services, and is committed to providing quality products and services.

Oral Communication – Expresses ideas and facts to individuals or groups effectively, makes clear and convincing oral presentations, listens to others, and facilitates an open exchange of ideas.

Information Management – Identifies a need for and knows where and how to gather information and organizes and maintains information or information management systems.

Interpersonal Skills – Shows understanding, courtesy, tact, empathy, and concern, develops and maintains relationships, may deal with people who are difficult, hostile, and/or distressed, relates well to people from varied backgrounds and situations, and is sensitive to individual differences.

Flexibility – Is open to change and new information, adapts behavior and work methods in response to new information, changing conditions, or unexpected obstacles, and effectively deals with pressure and ambiguity.

Conflict Management – Minimizes confrontations, disagreements, complaints, and grievances and resolves them in a constructive manner. Works with staff, higher-level managers, peers, administrative staff from other organizations, internal and external customers, and local stakeholders groups to generate areas of agreement and joint action.

Reading – Understands and interprets written material including technical material, rules, regulations, instructions, reports, charts, graphs, or tables and applies what is learned from written material to specific situations.

Writing – Recognizes or uses correct English grammar, punctuation, and spelling, communicates information in a succinct and organized manner, and produces written information including technical material that is appropriate for the intended audience.

Organizational Awareness – Knows the organization's mission and function and how its social, political, and technological systems work and operates effectively with them including the program, policies, procedures, rules and regulation of the organization.

Vision – Understands where the organization is headed and how to make a contribution, takes a long-term view, and recognizes opportunities to help the organization accomplish its objectives or move toward the vision.

External Awareness – Identifies and understands economic, political, and social trends that affect the organization.

Creative Thinking – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.

Problem Solving – Identifies and analyzes problems; uses sound reasoning to arrive at conclusions; finds alternative solutions to complex problems; distinguishes between relevant and irrelevant information to make logical judgments.

Decision Making – Makes sound, well-informed, and objective decisions, perceives the impact and implications of decisions, commits to action even in uncertain situations to accomplish goals, and causes change.

Reasoning – Identifies rules, principles, or relationships that explain facts, data, or other information, analyzes information, and makes correct inferences or draws accurate conclusions.

Influencing/Negotiating – Persuades others to accept recommendations, cooperate, or change their behavior, works with others toward an agreement, and negotiates to find mutually acceptable solutions.

Knowledge of public relation strategies sufficient to be able to manage public relations and facilitate information to the public through the media.

Physical Demands (Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs):

Fingering: Picking, pinching, or otherwise working with fingers.

Handling: Seizing, holding grasping, or otherwise working with hand(s).

Hearing: Perceiving the nature of sounds by the ear.

Near Acuity: Ability to see clearly at 20 inches or less.

Reaching: Extending the hand(s) and arm(s) in any direction.

Repetitive Motions: Making frequent movements with a part of the body.

Talking: Expressing or exchanging ideas by means or spoken words.

Vision: Ability to adjust vision to bring objects into focus.

Working Environment:

Pressure due to multiple calls and inquiries.
Subject to numerous interruptions.

Education Requirement:

Bachelor's degree in Public Administration, Business Administration, Public Relations, Political Science or a directly related field.

Experience Requirement:

Three years of professional level experience in working on marketing, communications, legislative or public relations projects in a government setting.

Education/Experience Equivalency:

Additional appropriate education may be substituted for the minimum experience requirement on a one-for-one year basis.

Additional appropriate experience may be substituted for the minimum education requirement on a one-for-one year basis.

Licensure and/or Certification:

None

CLASS DETAIL

FLSA CODE: Exempt

ESTABLISHED DATE: xx/xx/2012

ESTABLISHED BY: Melissa Fisher

REVISED DATE:

REVISED BY:

CLASS HISTORY This is a new class.