

**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](mailto:heather.britton@denvergov.org), Office of Human Resources, in care of Seth Duhon-Thornton [seth.duhon-thornton@denvergov.org](mailto: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](mailto:frances.trujillo@denvergov.org) at (720) 913-5168 no later than noon on **Tuesday August 13, 2013**.