

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Resolution No. 99-03

Approving a new personnel classification of Marketing and Communication Manager in MERC Administration Office.

The Metropolitan Exposition-Recreation Commission finds:

1. That the Administrative Department is currently undergoing a restructuring in order to become more effectively organized and for staff to meet their customer's needs.
2. That there is a need to reclassify the Development Project Manager position to the Marketing and Communication Manager position at a salary range 55 (\$47,323 - \$60,379).
3. That the job duties and responsibilities of the Marketing and Communication Manager are more aligned with the goals of the Administrative Department.
4. That the Commission has the authority to reclassify positions necessary to manage and administer the operation of its facilities.
5. That the current MERC Administration Office 1998 - 1999 budget is sufficient to encompass the salary change.

BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission approves the reclassification of the Development Projects Manager to Marketing and Communication Manager, attached as "Exhibit A."

Passed by the Commission on January 20, 1999.



Chair



Secretary -Treasurer

APPROVED AS TO FORM:

Daniel B. Cooper, General Counsel

By: 
Kathleen Pool, Sr. Assist Counsel

Marketing and Communication Manager

1. Position Summary:

Manage and coordinate the organization's internal and external communications efforts and ensure that communications efforts work toward achieving organizational goals and objects. Develop and implement strategy to "manage" organizational, council and community issues to ensure that the MERC interests are protected and presented in an objective manner.

2. Duties:

External Communications

Develop, plan and implement a yearly Organizational Communications Plan; identify key groups within the community as target audiences, develop key messages that communicate the efforts of MERC, design and produce materials that convey the key messages to the intended audiences, measure the results of the communications efforts in order to achieve desired outcomes.

Develop, plan and implement specific communication plans with MERC departments and divisions on multi-department issues and special events to achieve desired outcomes. Serve as a communications consultant to Departmental Executive Managers on crisis communications issue.

Work with the General Manager and Facility Directors to identify developing trends and upcoming issues and ensure that a strategy for communications and organization work plan is developed and implemented to achieve the desired outcome.

Oversee and manage ongoing working relationships with local, state and national news organizations and news managers that report on MERC Events and services. Meet with news organization representatives on a regular basis in order to maintain positive working relationships, ensure objective news coverage and to meet needs of new agencies.

Analyze and review newscoverage of MERC and MERC-related issues to ensure accuracy and objective coverage. Analyze and review news coverage to develop information on news trends; develop and implement work plans to respond to those trends.

Work with MERC staff in the design and implementation of community outreach effort and programs designed to meet the organizational communications goals and objectives.

Direct, oversee and participate in the management of MERC's Internet website; direct, oversee and participate in the development of website policies and design standards. Research Internet website uses and standards used by other organizations as model for MERC's Internet website.

Oversee the development and production of written communication materials about MERC programs and services; write, edit and publish newsletters, brochures, information cards, flyers and advertising materials.

Internal Communications

Assist the General Manager in the development of communications strategies and work plans to directly support his or her management needs and organizational change initiatives.

Direct, oversee and participate in the production of an employee newsletter to facilitate the understanding of organizational values, goals, objectives and achievements.

Work with the General Manager and the Facility Management Team to develop and implement a set of internal communication messages to help achieve the goals and objectives of the organization.

3. Knowledge, Skills & Ability, & Education Requirements:

a. List the knowledge, skills, and abilities required to perform this job.

- **Knowledge**

Knowledge of the principles and practices of related to successful public relations efforts.

Knowledge of current news media operations, news trends and the professional standards used by news reporters and agencies.

Knowledge of current communication methods, including Internet-based communication methods

Knowledge of the current principles and practices related to public speaking and news interviews.

Knowledge of government structures, function and programs.

Knowledge of effective methods of preparation and presentation of facts and information to the public, the organization and new agencies.

- **Skills & Ability**

Ability to develop, plan and implement a comprehensive public information and public relations program.

Ability to solicit, organize and edit materials for internal and external use.

Ability to communicate clearly and concisely, both orally and in writing, with news agencies, the public and MERC.

Ability to establish and maintain cooperative working relationships with members of the public, new agencies and staff.

Ability to gain cooperation of groups and individuals through discussion and persuasion.

Ability to write and issue news releases; plan and conduct news conferences, participate in interviews and coach others in interview techniques.

Ability to lead inter-facility team assigned to communication, public relations and media relations efforts.

- **Education/Experience**

Five years of increasingly responsible professional experience in public relations or organizational communications. An equivalent to a bachelor's degree in journalism, communications public relations or related field from an accredited college or university.

MERC STAFF REPORT

Agenda/Item Issue: Approval of Reclassification of Development Projects Manager to Marketing and Communication Manager.

Resolution No. 99-03

Date: January 20, 1999

BACKGROUND AND ANALYSIS:

- MERC's Administrative Department is currently undergoing a restructuring in order to become more effectively organized and for staff to meet their customer's needs.
- The Development Projects Manager duties were changed to focus on media management; creating and maintaining an ongoing external marketing function; and creating and managing a variety of internal communications devices (please see the attached job description).
- The reclassified position Marketing and Communication Manager will be replacing the Development Projects Manager position.
- An analysis of the reclassification has been performed by MERC's Human Resource Manager and the position is recommended at salary range 55.
- The reclass position Marketing and Communication Manager has been reviewed and approved by the General Manager, the Director of Administration and the Human Resource Manager

FISCAL IMPACT:

The reclassification of Development Projects Manager range 61 (\$54,799 - \$69,963) to Marketing and Communication Manager is proposed at range 55 (\$47,323 - \$60,379).

The impact of this reclassification is an annual saving of \$15,500.