



TOWN OF FAIRFAX

STAFF REPORT

July 17, 2019

TO: Mayor and Town Council

FROM: Garrett Toy, Town Manager

SUBJECT: Adopt a Resolution Approving Job Classifications for the Recreation and Community Services Manager, the Volunteer and Events Coordinator, and the Marketing and Communications Specialist

RECOMMENDATION

Adopt a Resolution Approving Job Classifications for the Recreation and Community Services Manager, the Volunteer and Events Coordinator, and the Marketing and Communications Specialist.

DISCUSSION

During the FY19-20 budget workshop, the Council discussed the restructure of the Recreation and Community Services (RCS) department including the development of classifications for the existing RCS part-time staff. The classifications reflect the current job responsibilities of staff and establishes salary ranges for the positions similar to full-time positions. Previously all RCS staff have the same working title and are being paid the same fixed hourly rate, which is not based on any salary range or job classification. While job descriptions for the RCS Manager and the Volunteer and Events Coordinator positions did exist, they were not adopted as classifications by the Council.

We have also reclassified one of the existing RCS positions into a new Marketing and Communications Specialist position. This position will focus on town-wide communication efforts including in-house website maintenance and on-going development, monthly Town newsletter, Nextdoor posts, various Town committee newsletters such as for RCS, and electronic agenda posting. Overall, these classifications reflect a better management structure for the RCS department in the future.

FISCAL IMPACT

The salary range for RCS Manager position is approximately 6% higher than the management analyst series and is pegged at approximately 95% of the average salary for similar positions in Marin County. The salary range for the Volunteer and Events Coordinator position establishes the top step D based on the current hourly rate. The salary range for the Marketing and Communications Specialist position is the same as the Management Analyst classification. The proposed FY19-20 RCS budget includes the appointment of current staff into the new classifications and salary ranges.

ATTACHMENTS

Resolution with job classifications attached

RESOLUTION 19-__

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FAIRFAX
APPROVING JOB CLASSIFICATIONS FOR RECREATION AND COMMUNITY SERVICES
MANAGER, EVENTS AND VOLUNTEER COORDINATOR, AND MARKETING AND
COMMUNICATION SPECIALIST POSITIONS**

WHEREAS, the Fairfax Town Council wishes to create classifications for the Recreation and Community Services Manager, Events and Volunteer Coordinator, and Marketing and Communication Specialist positions to better reflect the structure of the Recreation and Community Services Department; and

WHEREAS, the Town Council is required to approve any revisions to the Town's approved list of classifications;

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Town Council adopts the Job Classifications attached hereto and incorporated herein as Exhibit A.

The foregoing resolution was duly introduced and adopted at a meeting of the Town Council of the Town of Fairfax held in said Town on the 17th day of July 2019, by the following vote:

AYES:

NOES:

ABSENT:

BARBARA COLER, Mayor

Attest: _____
Michele Gardner, Town Clerk



Town of Fairfax

RECREATION AND COMMUNITY SERVICES MANAGER

Job Classification

POSITION DESCRIPTION:

This position plans, directs and oversees operations in the Recreation and Community Services Department; implements policies related to recreation and arts as defined by Town Council, Boards and Commissions; and plans and oversees a variety of community events. Under general direction from the Town Manager, this position exercises supervision over staff and volunteers; provides short- and long-term strategy for Department.

DISTINGUISHING CHARACTERISTICS

Working independently, this position exercises good judgment and discretion in the planning and delivery of a wide variety of recreation and arts activities to residents of all ages. This class is distinguished from the Town Manager in that the latter class is responsible for oversight of all Town Departments and functions.

EXAMPLES OF DUTIES AND RESPONSIBILITIES:

- Interview, train and supervise employees, recreation instructors and contracted consultants.
- Develop and oversee programming offered for children, teens and seniors.
- Oversee and schedule rentals of Town-owned facilities.
- Develop and implement strategies for fundraising to repair and replace play structures and other maintenance in Peri Park; serve as project manager on such renovation projects.
- Design, plan and implement Artist-in-Residence Collaborative.
- Develop and review content for biannual catalogues and other marketing materials.
- Prepare and administer Department budget, process invoices, oversee collection of fees, prepare financial reports.
- Develop and present Department Annual Report to Town Council.
- Perform other related duties as required.

NECESSARY QUALIFICATIONS

Knowledge of:

Principles and practices of organization and public administration.

Principles, methods and practices of recreation and leisure activities, and fundraising techniques.

Relationships between the City, general public and other government agencies.

Applicable City, county, state and federal laws, ordinances and regulations.

Budgeting in the public sector

Development of course curriculum for all ages

Ability to:

Communicate clearly and concisely, both orally and in writing.

Represent the City effectively in meetings and with others.

Maintain accurate records and preparing clear, concise and competent reports, correspondence and other written materials.

Establish and maintain effective working relationships with a wide variety of people including Town staff, elected and appointed officials, residents and the public.

Work independently in the completion of assignments.

Provide effective leadership.

Effectively plan, organize and prioritize work

Supervise staff as assigned

Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

Skill in:

Reviewing organizational and administrative problems.

Town of Fairfax – Recreation and Community Services Manager

Job Description

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Developing and implementing goals, objectives and procedures.

Conducting studies, analyzing complex problems, evaluating alternatives and making sound, creative recommendations.

Setting priorities and following-up on projects.

Properly interpreting and making decisions in accordance with laws, rules and policies.

Use of common office software including Microsoft Office and standard office equipment

Providing outstanding customer satisfaction (internally and externally)

EXPERIENCE AND EDUCATION:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Four years of experience in community and/or public program administration, including at least two years supervisory experience. Education and/or experience in the Arts is highly desirable.

Education:

Graduation from an accredited college or university with major coursework in Recreation or related field; an advanced degree is highly desirable.

An advanced degree can be substituted for one year of general government experience.

License or Certificate:

Possession of or ability to obtain, prior to employment, a Class C California driver's license and maintain such license.

SPECIAL REQUIREMENTS

May be required to work nights, holidays and weekends.

WORKING CONDITIONS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job. Must be able to lift, bend, stoop, squat, twist, turn and to

Town of Fairfax – Recreation and Community Services Manager

Job Description

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reach overhead. The employee frequently is required to use hands to finger, handle or feel; reach with hands and arms; and talk or hear. Employee must frequently lift and/or move up to ten pounds and occasionally lift and/or move up to twenty-five pounds. Vision abilities required include close vision, and ability to focus.

MONTHLY SALARY RANGE:

CLASSIFICATION	Step A	Step B	Step C	Step D
Recreation & Community Services Manager	\$6,933.00	\$7,279.65	\$7,643.63	\$8,025.81

Salary ranges and benefits are subject to change pursuant to the Management Resolution.

DATE: _____ APPROVED _____
Town Manager

Date first adopted: _____
Approved by the Town Council: _____



Town of Fairfax

MARKETING AND COMMUNICATIONS SPECIALIST

Job Classification

POSITION DESCRIPTION:

Under the direction of the Town Clerk/Assistant to the Town Manager or designee, this position is responsible for design, maintenance and updates on the Town's website; manages the Town's social media presence; creates a variety of communications materials; and provides graphics design support to all Departments.

DISTINGUISHING CHARACTERISTICS

This class is designed for a professional level performing complex, analytical and technical work. This is a journey level class that is expected to function independent of ongoing supervision. This position is covered by the Town Council's Management Resolution.

EXAMPLES OF DUTIES AND RESPONSIBILITIES:

- Oversees the Town's website, updates frequently with information from all Departments, and monitor, evaluate and address user feedback.
- Creates, compiles and distributes a variety of publications including newsletters, flyers, brochures, postcards, banners and other materials.
- Trains employees to post materials to website and other uses of website.
- Update and maintain an email list(s) for notifications and distribution of Town information
- Advise Town staff on media relations as needed, develop media relations.
- Oversee Town social media presence.
- Maintain extensive photograph database
- Perform related duties as required.

NECESSARY QUALIFICATIONS

Knowledge of:

Principles and practices of organization and public administration.

Town of Fairfax – Communications Specialist

Job Description

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Principles and practices of public information, media relations, and community outreach project and program development.

Research techniques, methods and procedures.

Website management skills

English usage, grammar, spelling, vocabulary, and punctuation.

Ability to:

Communicate clearly and concisely, both orally and in writing.

Represent the City effectively in meetings and with others.

Maintain accurate records and preparing clear, concise and competent reports, correspondence and other written materials.

Establish and maintain working relationships with those contacted in the course of the work.

Work independently in the completion of assignments.

Provide effective functional or project leadership.

Effectively plan, organize and prioritize work

Skill in:

Concepts related to marketing and graphic design

Setting priorities and following-up on projects.

Conceptualizing messages and effectively communicate in writing, speech, and other methods of communication.

Use of standard office equipment, common office software including Microsoft Office, as well as knowledge and proficiency with specialized software used in graphic design

Providing outstanding customer satisfaction (internally and externally).

EXPERIENCE AND EDUCATION:

Any combination of experience and training that would likely provide the required

Town of Fairfax – Communications Specialist

Job Description

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knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of experience working in design/creative environment.

Education:

Some college coursework in graphic design, communications, public relations, journalism or related field; a Bachelor's Degree is highly desirable.

License or Certificate:

Possession of or ability to obtain, prior to employment, a Class C California driver's license and maintain such license.

SPECIAL REQUIREMENTS

May be required to work weekends, holidays and evenings.

WORKING CONDITIONS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job. While performing the duties of this job, the employee regularly works indoors and regularly works near video display. The noise level in the work environment is usually quiet. While performing the duties of this job, the employee is regularly required to sit and must be able to lift, bend, stoop, squat, twist, turn and to reach overhead. The employee frequently is required to use hands to finger, handle or feel; reach with hands and arms; and talk or hear. Employee must frequently lift and/or move up to ten pounds and occasionally lift and/or move up to twenty-five pounds. Vision abilities required include close vision, and ability.

MONTHLY SALARY RANGE:

CLASSIFICATION	Step A	Step B	Step C	Step D
Communications Specialist	\$6,605.73	\$6,936.01	\$7282.81	\$7,646.96

Salary ranges and benefits are subject to change pursuant to the Management Resolution.

DATE: _____ APPROVED _____

Town Manager

Date first adopted: _____

Approved by the Town Council: _____



Town of Fairfax

EVENTS AND VOLUNTEER COORDINATOR

Job Classification

POSITION DESCRIPTION

This position provides highly responsible administrative staff support to assigned Commissions and Boards, and as needed in Town Hall; creates, organizes and oversees activities related to community and special events, oversees volunteer program. This position works under general direction and may direct personnel participating in community events.

DISTINGUISHING CHARACTERISTICS

This work requires timely administrative proficiency to provide staff support to Town Commissions, including following all State requirements for public meetings. Coordination of multiple projects and community activities requires attention to detail, excellent communication skills and strong organizational abilities.

EXAMPLES OF DUTIES AND RESPONSIBILITIES

- Facilitate regularly scheduled and special meetings of assigned Commissions and Boards; prepare and post agendas and minutes in compliance with the Brown Act and other State and local laws, rules and procedures; conduct follow up as needed.
- Develop, coordinate and implement special events.
- Plans, directs and reviews the work of a broad scope of volunteers; trains volunteers in work procedures
- Coordinates administrative functions for Town participation in Court-mandated community service program and high school community service program
- Assist in the development of the Department budget.
- Creates and maintains databases of information for tracking and communication purposes
- Research and prepare grants; assist with other fundraising efforts.
- Assist with document preparation for Artist-in-Residence Program, assist with interviews of artists.
- Provide administrative support in Town Hall as needed.
- Perform other related duties as required.

NECESSARY QUALIFICATIONS

Knowledge of:

Principles, methods and practices of recreation, planning and leading community events, and fundraising techniques.

Applicable City, County, state and federal laws, ordinances and regulations.

The ability to relate effectively with the public

Methods and techniques of budgeting

California public meeting laws and rules of order

Ability to:

Effectively communicate clearly and concisely, both orally and in writing.

Represent the City effectively in meetings and with others.

Maintain accurate records and preparing clear, concise and competent reports, correspondence and other written materials.

Create events and programs that foster a sense of community engagement

Prepare marketing materials as needed.

Establish and maintain effective working relationships with a wide variety of people including Town staff, elected and appointed officials, residents and the public.

Work independently in the completion of assignments.

Effectively plan, organize and prioritize work

Skill in:

Setting priorities and following-up on projects.

Properly interpreting and making decisions in accordance with laws, rules and policies.

Use of common office software including Microsoft Office; operation of standard office equipment

Providing outstanding customer satisfaction (internally and externally).

EXPERIENCE AND EDUCATION:

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Two years of professional level administrative experience in a public or community setting.

Education:

Graduation from an accredited college or university with major coursework in Recreation, Public Administration or related field

License or Certificate:

Possession of or ability to obtain, prior to employment, a Class C California driver's license and maintain such license

SPECIAL REQUIREMENTS

May be required to work on weekends, holidays and evenings.

WORKING CONDITIONS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job. While performing the duties of this job, the employee regularly works indoors and regularly works near video display. The noise level in the work environment is usually quiet. While performing the duties of this job, the employee is regularly required to sit, walk, stand, stoop, squat, twist, turn and reach overhead. The employee frequently is required to use hands to finger, handle or feel; reach with hands and arms; and talk or hear. Employee must frequently lift and/or move up to ten pounds and occasionally lift and/or move up to twenty-five pounds. Vision abilities required include close vision, and ability to focus.

MONTHLY SALARY RANGE:

CLASSIFICATION	Step A	Step B	Step C	Step D
Events & Volunteer Coordinator	\$4,825.31	\$5,079.27	\$5,346.60	\$5,628.00

Salary ranges and benefits are subject to change pursuant to the Management Resolution.

DATE: _____ APPROVED _____
Town Manager

Date first adopted: _____
Approved by the Town Council: _____