

RESOLUTION No. 15-62

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE JOB DESCRIPTIONS, APPLICABLE SALARY RANGES, AND APPLICABLE PERFORMANCE MEASURES AND METRICS FOR CITY PERSONNEL NEW POSITIONS AND MODIFICATION OF EXISTING FULL TIME POSITIONS FOR THE 2014–15 FISCAL YEAR BUDGET; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the approved and adopted 2014–2015 Fiscal Year Budget for the City of Doral (the “City”) did not contemplate the creation, or provide funding for the newly created position in the City, including: “Communications & Protocol Manager, Webmaster, Public Relations Coordinator, Creative Producer and Media & Emergency Management Specialist” (“the Positions”); and

WHEREAS, Section 2-7 of the City Code of Ordinance requires, in part, that “the creation of new full time employment positions” be approved by the Mayor and City Council, along with “[a] complete description of the duties and responsibilities of the position created or modified; [t]he applicable salary scale and other monetary and non-monetary benefits attached to the position created or modified; and [t]he applicable performance measures and metrics to be utilized in assessing the performance of individuals that will be hired to fill the position created or modified”; and

WHEREAS, Staff has recommended approval of the job description, salary scales, and performance measures and metrics, associated with the Position, as provided in the February 27, 2015 Memorandum From the Human Resources Director, which is attached hereto as Exhibit “A” and incorporated herein and made a part hereof by this reference.

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL
OF THE CITY OF DORAL, FLORIDA, AS FOLLOWS:**

Section 1. Recitals. The above recitals are confirmed, adopted, and incorporated herein and made a part hereof by this reference.

Section 2. Approval. The job description, salary scales, and performance measures and metrics associated with the “Communications & Protocol Manager, Webmaster, Public Relations Coordinator, Creative Producer and Media & Emergency Management Specialist” as identified in Exhibit “A” are hereby approved.

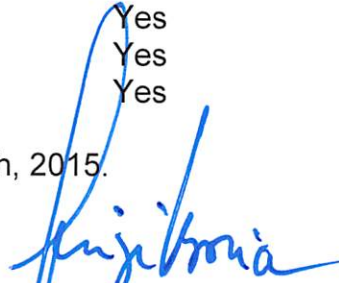
Section 3. Implementation. The City Manager and the City Attorney are hereby authorized to take such other action as is necessary to implement the provisions of this Resolution.

Section 4. Effective Date. This Resolution shall become effective immediately upon its adoption.

The foregoing Resolution was offered by Vice Mayor Ruiz who moved its adoption. The motion was seconded by Councilmember Cabrera and upon being put to a vote, the vote was as follows:

Mayor Luigi Boria	Yes
Vice Mayor Sandra Ruiz	Yes
Councilman Pete Cabrera	Yes
Councilwoman Christi Fraga	Yes
Councilwoman Ana Maria Rodriguez	Yes

PASSED AND ADOPTED this 18 day of March, 2015.



LUIGI BORIA, MAYOR

ATTEST:



CONNIE DIAZ, INTERIM CITY CLERK

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY FOR THE SOLE USE
OF THE CITY OF DORAL



WEISS, SEROTA, HELFMAN, COLE, & BIERMAN, PL
CITY ATTORNEY

EXHIBIT “A”



Memorandum

Date: February 27, 2015

To: The Honorable Mayor and Members of the City Council

From: Francisco Rios, Human Resources Director

Subject: Establishment of New Positions and Modification of existing full time employment positions for the 2014-2015 Fiscal Budget

Pursuant to City Manager's direction, the Human Resources Department and the Parks & Recreation Director have been working in preparing the establishment of a new classification with its respective job description and modification of all existing full time employment positions and organizational chart for the Division of Public Affairs. If approved, the new job classification and all position modifications will be part of the 2014-2015 Fiscal Year Budget. The Salaries account for the 2014-2015 FY of the Division of Public Affairs will not be impacted with the implementation of these amendments.

- **Communications & Protocol Manager**, this position will facilitate all communications, public relations, social media and marketing strategies for the City of Doral. This position is the liaison between all City Departments. The Communications & Protocol Manager is instrumental in implementing new communications methods, optimize existing tools and create greater engagement among citizens and employees. The proposed salary range is **\$69,897.80** to **\$111,740.49**.
- **Webmaster**, the duties and responsibilities of this position will remain the same. The only modification performed to this job classification will be the reporting aspect, this position will report to the Communications & Protocol Manager.
- **Public Information Coordinator** is being reclassified to **Public Relations Coordinator**, this position facilitate mutual understanding between the City and the public. This position is responsible for planning, implementing and evaluating public relations events and other special events and promotions.
- **Videographer/ Editor** is being reclassified to **Creative Producer**, this position takes the concepts developed by the Communications & Protocol Manager and works in conjunction with City Directors to promote the city's message effectively. This position is mainly involved in film production and photo productions. Working together with the Communications & Protocol Manager, the Creative Producer pulls together feedback related to creative aspects of the production and identifies new feature developments.
- **Public Affairs Manager** is being reclassified to **Media & Emergency Management Specialist**. The focus of this position is to include information to promote preparedness, prevention and

mitigation to ensure the best possible resilient Doral community. This position will focus on managing Doral's emergency communications strategy and objectives. The proposed salary range is **\$61,689.29 to \$98,702.85**.

All positions in the City of Doral are evaluated using the Performance Evaluation Metrics & Competencies listed below:

1. **Skill Level and Job Knowledge:** Skills and knowledge demonstrated in the position and his/her understanding of all phases of the job.
2. **Quality of Work:** Accuracy, completeness and thoroughness of work performed. This includes attention to details and verifying work for adherence to standards.
3. **Quantity of Work:** The amount of work produced and completed successfully. This also includes flexibility in accommodating work interruptions and changes in priorities
4. **Initiative and Interpersonal Development:** Employee's initiative and resourcefulness in accomplishing work beyond his/her assigned duties. The desire to broaden his/her knowledge base to enhance his/her skills.
5. **Dependability:** Compliance to policies and procedures regarding absenteeism and tardiness.
6. **Planning and Organizing Skills:** Ability to analyze problems and prioritize assignments. Keeping work area in order.
7. **Communications Skills/Job Courtesy and Behavior:** Effectiveness of written and oral communication skills with co-workers and/or customers in the performance of duties. The employee's personal courtesy, disposition and general outlook towards job requirements, job assignments, other employees and the public.
8. **Judgment and Problem Solving:** Recognizing a problem, determining options to correct the problem and making a decision.

Each position is evaluated using the following evaluation scale:

Scale	Description
4 = Exceptional	Performance far exceeds job requirements by instituting change in policy or program
3 = Above Average	Performance exceeds job requirements
2 = Average	Performance met job requirements
1 = Below Average	Some job requirements may be met but performance needs improvement
0 = Unacceptable	Performance is consistently below acceptable standards. Immediate and substantial improvement is required. Performance continued at this level is grounds for dismissal

Recommendation:

We are kindly requesting your approval of the Resolution Adopting the Job Descriptions, proposed salary ranges, Performance Measures and Metrics for the established positions for the Division of Public Affairs.

Encl.: Job Description and Updated Organizational Chart and Proposed Salary Range.



Communications & Protocol Manager

GENERAL PURPOSE:

The Communications & Protocol Manager position is responsible for overseeing public information, public/media relations, proclamation activities, photographic and video production programs to include development and implementation of television, internet, social media announcements, and special events. This classification also ensures the presentation of public information, press releases, news, feature stories, photographs, videos and media productions, presenting the City in a positive light.

Work involves writing and editing of proclamations and/or community information material for or about the City of Doral. It may also involve writing proclamations, commendations and letters for City officials involving dignitaries; special representatives of local, national and international jurisdictions; groups; organizations; and cities either during visits of City Officials to their particular locale or upon the dignitaries visiting Doral.

EEOC-4: Professional. FLSA Classification: Exempt, full time, 37.5 hour work-week

SUPERVISION RECEIVED AND EXERCISED:

The Communications & Protocol Manager works under the supervision of the City Manager or his/her designee. The Communications & Protocol Manager has supervisory responsibilities of all staff of the Division of Public Affairs.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develops; implements and manages a City-wide communications strategy for dissemination of information about the City. Including but not limited to City initiatives, City employees and Elected Officials to internal and external audiences.
- Works closely with the Offices of the Mayor, City Councilmembers, the City Manager and other City departments to keep the media, the citizens of Doral and City employees informed.
- Determines how to best service the public information needs and interests of the residents, business owners, general public, media, and City officials. Enhances community outreach efforts with the use of existing communication tools (cable TV, Internet, social media, and newsletters).
- Manages, coordinates and supervises the City's Cable TV channel, and ensures the expansion of public service education programming, both internally and externally.
- Serves as executive editor for the development, production and maintenance of the City's internal and external communication vehicles, including main website, marketing materials, publications, newsletters, invitations, flyers, advertisements, and annual reports.
- May serve as the City's spokesperson and media liaison for English and Spanish media. Provides information to the public and the media. Organizes news conferences and briefings for the City Manager, members of the City Council, and City Departments. Writes and conducts interviews.
- Ensures the development of presentation of public information, press releases, news and feature stories, photographs, videos and media productions, presenting the City of Doral in a positive light.
- May be assigned special community relations projects by the City Manager or his/her designee.

MINIMUM QUALIFICATIONS:

- High school diploma
- 3 years or more of proven video editing training
- Proficient in editing software, Adobe Premier, After Effects and Final Cut.
- Proficient in MAC and PC platforms
- Strong communications, organizational and time management skills.
- Ability to collaborate in teams.
- Superior knowledge in non-linear editing.
- Ability to find the right creative collaborators to transform that irresistible script into a great production.
- Defending the creative integrity of the production while simultaneously ensuring they go far enough, but not too far, in meeting expectations of public and private financiers, distributors, broadcasters, all of whom need some form of cultural or commercial return on their investment.
- Positioning and marketing the production to maximize its impact and, ideally but not always, maximize its audience.
- Script writing; write and develop scripts is a must.
- Ability to oversee production from developing stages to final product delivery.
- Must know design software like Photoshop, Illustrator as well as non-linear editing system.
- Good communicator and persuasive at various levels.
- Good working knowledge of film production as well as digital photography.
- Must also work with various media production devices including video effects, audio mixers, lighting equipment, microphones and more.
- Must be a non-smoker.
- Fluency in English and Spanish with excellent verbal and written communication skills in both languages.
- The minimum requirements may be waived by the City Manager.



Creative Producer

GENERAL PURPOSE:

The primary focus of the Creative Producer to take concepts developed with Communications & Protocol Manager and Department Directors at pitch meetings all the way through to delivery of the final video production. Position will oversee the broadcasting of Doral TV, create graphics, shoot and edit content for various media outlets for the City of Doral.

EEOC-4: Professionals FLSA Classification: Exempt, full time, 37.5 hour work-week.

SUPERVISION RECEIVED AND EXERCISED:

The Creative Producer works under the general supervision of the Communications & Protocol Manager and the City Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- To take the concepts developed with department directors and staff at pitch meetings all the way through to delivery of the final video production.
- Under the direction of the Communications & Protocol Manager, the Creative Producer is responsible for Doral T.V. production and program.
- Hosts interviews for Doral T.V.
- Coordinates activities of the production process.
- Assists with all of the arts and entertainment projects as needed.
- Conceptualizes, produces and shoots content.
- Creates graphics for a variety of programs including off and on air promotions, videos and campaigns.
- Operates technical equipment such as video cameras and lights.
- Presents ideas and concepts for internal and external use.
- Provides direction to talent and technical crew.
- Edits videos from inception to completion.
- Further develops content by implementing graphic and audio mixing.
- Collaborates with teams from other City departments to obtain materials and information.
- Ability to work under tight deadlines and adjust to last minute programming changes.
- Assists in coordinating the storing of documents and materials which are pertinent to the City such as, video tapes, B-roll, etc.
- Performs any other related duties pertaining to the administrative, policy, and City issues as requested by the Communications & Protocol Manager.

MINIMUM QUALIFICATIONS:

- High school diploma
- 3 years or more of proven video editing training
- Proficient in editing software, Adobe Premier, After Effects and Final Cut.
- Proficient in MAC and PC platforms
- Strong communications, organizational and time management skills.
- Ability to collaborate in teams.
- Superior knowledge in non-linear editing.
- Ability to find the right creative collaborators to transform that irresistible script into a great production.
- Defending the creative integrity of the production while simultaneously ensuring they go far enough, but not too far, in meeting expectations of public and private financiers, distributors, broadcasters, all of whom need some form of cultural or commercial return on their investment.
- Positioning and marketing the production to maximize its impact and, ideally but not always, maximize its audience.
- Script writing; write and develop scripts is a must.
- Ability to oversee production from developing stages to final product delivery.
- Must know design software like Photoshop, Illustrator as well as non-linear editing system.
- Good communicator and persuasive at various levels.
- Good working knowledge of film production as well as digital photography.
- Must also work with various media production devices including video effects, audio mixers, lighting equipment, microphones and more.
- Must be a non-smoker.
- Fluency in English and Spanish with excellent verbal and written communication skills in both languages.
- The minimum requirements may be waived by the City Manager.



Media & Emergency Management Specialist

GENERAL PURPOSE:

The primary focus of this position is to include information to promote preparedness, prevention and mitigation to ensure the best possible resilient Doral community. As part of the city's Public Affairs functions, the Media & Emergency Management Specialist is responsible for the management of the City of Doral's emergency communications strategy and objectives. Develops and establishes crisis and emergency communications plans and implements a broad range of public relations and outreach activities in conjunction with the Communications & Protocol Manager and the City of Doral Police Department.

EEOC-4: Administrative Support FLSA Classification: Exempt, full time, 37.5 hour work-week.

SUPERVISION RECEIVED AND EXERCISED:

The Media & Emergency Management Specialist works under the supervision of the Communications & Protocol Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop and implement long range and annual action emergency plans that will include all four phases of the emergency cycle with emphasis on mitigation and preparedness that include population with access and functional needs, non-English-speaking populations and those who are more vulnerable in emergency situations.
- Mitigation: Develop and promote implementation of strategies, technologies, and actions that will reduce the loss of lives and property in future disasters.
- Preparedness: Communicate preparedness messages using the City's communication platform tools (Doral TV, website, print publications, social media, bulletins, newsletters, etc.) to encourage and educate the public in anticipation of disaster events.
- Response: Provide public notification, warning, evacuation, and situation reports on an ongoing disaster.
- Assists in coordinating the storing of media and print materials which are pertinent to the City.
- Update Public Safety plans and Emergency Management plans and policies on an annual basis.
- Recovery: Provide individual and communities affected by a disaster with information on how to register for and receive disaster relief.
- Assists with coordinating news coverage at incidents and/or other City events.
- Following the core principles of the National Incident Management System (NIMS), and FEMA's Whole Community Approach and Pathways to Action, the Media & Emergency Management Specialist will engage and empower local action to better position stakeholders to build community resilience.
- Develop and maintain close working partnerships between Building, Planning and Zoning, Public Works, Police Department, and with Miami-Dade County office of Emergency Management.

- Develop strong partnerships and working relationships during non-disaster periods with media outlets, nongovernmental organizations (NGOs), American Red Cross, Veteran Organizations, and community leaders to provide needs and capabilities.
- Support a City-wide Public Affairs program consistent with the City's goals and initiatives ensuring high quality customer service, professional standards and quality control.
- Develop and support the Communications & Protocol Manager in the implementation of long range and annual action plans to meet the needs of the City.
- Serve as the City's media liaison for English and Spanish media during emergency crisis.
- Assists with organizing news conferences and briefings for the City Manager, members of the City Council, and City Departments. Writes and conducts interviews.
- Cultivate and maintain strong media relationships.
- Participates with the development of promotional programs and materials for the safety of neighborhoods, citizens and businesses to heighten community awareness through involvement with neighborhood crime watch
- Perform any other duties assigned by the Communications & Protocol Manager.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Public or Business Administration, journalism, communications, English, Emergency Management or related field.
- Minimum five years related managerial and supervisory experience in media relations, public relations, journalism, or public affairs
- Fluency in English and Spanish with excellent verbal and written communication skills in both languages.
- Valid Florida Driver's License
- Must be a non-smoker
- The minimum requirements may be waived by the City Manager.



Public Relations Coordinator

GENERAL PURPOSE:

Functions as the communications liaison between the City, media, private and public organizations, community groups and is responsible for researching, assembling, writing, editing, and producing informative materials concerning City operations, programs, and events.

EEOC-4: Professionals FLSA Classification: Exempt, full time, 37.5 hour work-week

SUPERVISION RECEIVED AND EXERCISED:

The Public Relations Coordinator works under the general supervision of the Communications & Protocol Manager and the City Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Produces written communications including press releases in English and Spanish and distributes to the appropriate media.
- Disseminates information about the City, City events, City employees and elected officials to the media.
- Responds to media inquiries and requests for information concerning the City's operations, programs, and events.
- When necessary prepares and coordinates press conferences regarding important events concerning City issues.
- Disseminates information to international, national and local institutions about City programs.
- Responds to public and outside agency inquiries and requests for information concerning the City's operations, programs, and events.
- Helps coordinates with the appropriate City staff concerning City events, when necessary.
- Photographs special events and participants.
- Creates and coordinates relevant updates in the City's website regarding City news, programs, activities, and ground breaking events.
- Utilizes various computer applications including word processing, spreadsheets, databases, and PowerPoint in support of research, presentations, and other communications.
- Performs any other related duties pertaining to the administrative, policy, and City issues as requested by the City Manager.
- Oversees and coordinates material in the City's Newsletter for all departments.
- Oversees and coordinates all outgoing information from all departments to residents and businesses.
- Oversees and executes all social media
- Assists in disseminating and preparing the information that will appear on the City's government access channel.
- Oversees all promotional items/branding for the City.
- Attends major City events where Council is present and oversees protocol.

MINIMUM QUALIFICATIONS:

- A Bachelor's degree in Journalism, Marketing, Communications, Broadcast Media, or related field and three (3) years of experience demonstrating a broad knowledge of all aspects of development and production of print and broadcast materials.
- Must have excellent communications skills, both written and verbal.
- Ability to write clearly and succinctly under time constraints.
- Fluency in English and Spanish with excellent verbal and written communication skills in both languages.
- Ability to gather and compile information effectively for publications.
- Ability to meet and deal with the public in an effective and courteous manner and respond effectively to sensitive inquiries or complaints.
- The minimum requirements may be waived by the City Manager.



Webmaster

GENERAL PURPOSE:

This is highly responsible technical and administrative work of considerable difficulty managing and directing the development, operation, support, and maintenance of the City's Internet sites.

SUPERVISION RECEIVED AND EXERCISED:

The Webmaster works under the general supervision of the Communications & Protocol Manager.

EEOC-4: Professionals FLSA Classification: Exempt, full time, 37.5 hour work-week

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Designs, implements, supports, and maintains the City's Internet and Intranet web sites including web pages, links, technical site architecture, graphics/visual presentation, and user navigation tools.
- Optimizes web architecture for navigability by taking editorial ownership of the content, quality, and style of the sites.
- Develops, codes, installs, tests, debugs and documents Internet Web-based applications.
- Coordinating Internet goals and objectives, designing, implementing, and supporting Internet applications.
- Project management, updating of content ensuring an attractive and consistent appearance of the web sites, ease of user navigation.
- Oversight of outside contractors may be exercised in the development of advanced applications.
- Exercises considerable initiative and independent judgment in overseeing Internet web site activities.
- Meets with representatives of City departments in order to determine their Internet/Intranet needs and priorities with a focus on increasing service and productivity through the web sites.
- Writes, edits, or oversees web page content, modifies documents to Hyper-Text Mark-up Language (HTML) format and verifies their accuracy.
- Presents a consistent visual image through uniform fonts, formatting, icons, images, and layout techniques.
- Keeps apprised of all City functions and events and updates web pages as needed to ensure content is current and accurate.
- Organizes, digitizes, and updates files submitted for use on the web sites.
- Determines appropriate compression resolutions, sizes, color maps, and depths to ensure that images are delivered at sufficiently high speed and quality for intended output media.
- Develops modifications or enhancements to existing Internet Web programs.
- Troubleshoots problems associated with Internet Web applications and internet pages.
- Determines the structure and security requirements of the City's web sites.
- Coordinates with the City's information systems personnel in order to manage system availability and reliability of the web sites, to maintain adequate security, and to manage web-related system administration in cooperation with information systems.

- Conducts research of new web features and tools for authoring documents, managing the web site, and expanding on-line offerings.
- Integrates new technologies such as add-ins and plug-ins into the web environment. Implements interactive elements to the web sites.
- Prepares technical specifications for web-related project bids and purchase requests.
- Implements, monitors, and maintains web site logs; prepares web site performance statistical and management reports.
- Develops and implements short and long-term plans for the City's social media and web presence based on overall communications strategy of the organization. Manages City of Doral social media pages and updates statuses according to relevant City news, events and information.
- Keeps informed of current practices, trends and new innovations, specifically in the area of social media and web presence.
- Performs a variety of video and audio support tasks. Assists with videotaping and photographing city events and programs. Works in collaboration with the IT department to film and edit council meetings.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Computer Science, Information Technology, or related field.
- Two or more years developing web applications in PHP.
- Demonstrated skill using various programming techniques such as HTML, JavaScript, Java, PHP, XML, and SQL.
- Knowledge of image editing and graphics design software.
- Demonstrated understanding of the entire scope of complex, data-base driven Web applications.
- Ability to transform concept into design and implementation.
- Knowledge of principles, practices, ethics and legalities of Internet Web publishing.
- Ability to exercise independent judgment and initiative.
- Ability to analyze and resolve complex problems.
- Ability to communicate effectively and professionally with all levels of staff.
- Ability to maintain and establish a healthy and professional working relationship with public and fellow co-workers and work with minimal supervision.
- Must be a non-smoker.
- The minimum requirements may be waived by the City Manager.