

RESOLUTION No. 23-36**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE JOB DESCRIPTION, APPLICABLE SALARY SCALE AND APPLICABLE PERFORMANCE MEASURES AND METRICS FOR POSITIONS IN THE 2022–23 FISCAL BUDGET AS APPROVED BY THE CITY COUNCIL; APPROVING THE UPDATED CITYWIDE PAY PLAN TO INCLUDE NEW POSITIONS AND APPROVED BUDGETED ADJUSTMENT; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE**

WHEREAS, the approved and adopted 2022–2023 Fiscal Year Budget for the City of Doral (the “City”) did not contemplate the creation of newly created positions in the City, including: “Police Training Coordinator”, “Social Media Coordinator”, “Cultural Arts Center Facility Manager”, and “Community Outreach Coordinator” (collectively “Positions”), however, it did provide for funding; 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; the applicable salary scale and other monetary and non-monetary benefits attached to the position created or modified; and the 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 descriptions, salary scale, performance measures and metrics, associated with the Positions, as provided in the March 8, 2023, Memorandum from the Human Resources Department, which is attached hereto as Exhibit “A” and incorporated herein and made a part hereof by this reference; and

WHEREAS, via Resolution 15-88, in May of 2015, the City Council approved a citywide Job Classification and Pay Plan (the “Pay Plan”), which specified the new and/or revised job titles and corresponding pay ranges for all City employees; and

WHEREAS, from time to time, the City needs to adjust the Pay Plan to account for new positions and/or approved budgetary adjustments; and

WHEREAS, staff has recommended for the City Council approve the updated Pay Plan, attached hereto as Exhibit “B”, which is incorporated herein and made a part hereof by this reference, that takes into account the new position and budgetary adjustment for fiscal year 2022-2023.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE 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 descriptions, salary scale, and performance measures and metrics associated with the “Police Training Coordinator”, “Social Media Coordinator”, “Cultural Arts Center Facility Manager”, “Community Outreach Coordinator”, as provided in Exhibit “A”, are hereby approved. The updated Pay Plan, attached in Exhibit “B”, accounting for new position and budgetary adjustment for fiscal year 2022-2023, is 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 Councilmember Porras who moved its adoption.

The motion was seconded by Vice Mayor Pineyro and upon being put to a vote, the vote was as follows:

Mayor Christi Fraga	Yes
Vice Mayor Rafael Pineyro	Yes
Councilwoman Digna Cabral	Yes
Councilwoman Maureen Porras	Yes
Councilman Oscar Puig-Corve	Yes

PASSED AND ADOPTED this 8 day of March, 2023.

CHRISTI FRAGA, MAYOR

ATTEST:

CONNIE DIAZ, MMC
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

VALERIE VICENTE, ESQ. for
NABORS, GIBLIN & NICKERSON, P.A.
INTERIM CITY ATTORNEY

EXHIBIT “A”



Memorandum

Date: March 8, 2023

To: Honorable Mayor and Councilmembers

Via: Barbara Hernandez
City Manager

From: Maria T. Jose
Human Resources Director

Subject: **Establishment of New Positions, for the 2022-2023 Fiscal Budget**

Introduction

Upon receiving approval from the City Manager's Office, the Human Resources Department worked with the Police Department, Public Affairs Department, Parks and Recreation Department, and Mayor's Office, in preparing the establishment of four (4) new job classifications with respective job descriptions for the positions of: Police Training Coordinator, Social Media Coordinator, Cultural Arts Center Facility Manager, Community Outreach Coordinator. If approved, these positions will be part of the 2022-2023 Fiscal Budget and will not increase the personnel headcount. The Police Department has available funding in account #001.60005.500120. The Public Affairs Department has available funding in account #001.11505.500120. The Parks and Recreation Department has available funding in account #001.90005.500120. Mayor and Council Department will be using funding available in the City Attorney's Office from the vacant position of Legal Office Manager, through an upcoming budget amendment, which funding will then be available in account # 001.10005.500120.

EXHIBIT “B”



CITY OF DORAL
 CLASSIFICATION & PAY PLAN
 OCTOBER 1, 2022 TO SEPTEMBER 30, 2023
 (SUMMARY OF CHANGES FY 22-23)

EXHIBIT B

POSITION RECLASSIFICATIONS TO NEW POSITIONS									
Current Classification FY 22-23	New Classification FY 22-23	Department	New Pay Grade	Min. (Annually)	Min. (Hourly)	Mid. (Annually)	Mid. (Hourly)	Max. (Annually)	Max. (Hourly)
Police Administrative Assistant (PG 107)	Police Training Coordinator	Police	PG 110	\$48,261.71	\$23.21	\$60,327.14	\$29.01	\$72,392.57	\$34.81
Constituent Services Coordinator (PG 110)	Social Media Coordinator	Public Affairs	PG 113	\$55,795.78	\$26.83	\$71,139.62	\$34.21	\$86,483.47	\$41.58
Cultural Events Specialist (PG 109)	Cultural Arts Center Facility Manager	Parks & Recreation	PG 113	\$55,795.78	\$26.83	\$71,139.62	\$34.21	\$86,483.47	\$41.58
Legal Office Manager (PG 117) *	Community Outreach Coordinator	Mayor & Council	PG 113	\$55,795.78	\$26.83	\$71,139.62	\$34.21	\$86,483.47	\$41.58

*Headcount from Office of the City Attorney

EXHIBIT “C”



City of Doral, FL Classification Description

Classification Title: Police Training Coordinator
Department: Police
Pay Grade: 110
FLSA Status: Non-exempt

JOB SUMMARY

The Police Training Coordinator is responsible for assisting and assessing training needs, planning, coordinating, and implementing a variety of employee training programs for the Police Training Unit. This position is also in charge of all Florida Department of Law Enforcement (FDLE) re-certifications and works closely with the Human Resources Department during the onboarding process to ensure all new hires are entered into ATMS promptly.

ESSENTIAL JOB FUNCTIONS

- Process all training requests from sworn and civilian personnel which include in-house, local, and out of town training.
- Process and maintain travel documentation for all out-of-town traveling including obtaining approval from all applicable departments.
- Maintains and process instructor certifications for all sworn instructors.
- Maintains and process mandatory training documentation for all sworn personnel ensuring that the Department meets all mandatory retraining requirements established by the FDLE Division of Criminal Justice by June 30 of each year.
- Maintains training data which includes attendance to all types of training programs.
- Obtains and delivers travel documents for personnel receiving training outside of South Florida.
- Collects, verifies, and maintains documentation of applicants' compliance with State standards, officer employment training, education, as needed.
- Maintains and updates all training files for sworn and civilian personnel.
- Schedules monthly's instructors' meetings using Microsoft calendar.
- Administers the distribution of the Salary Incentive Program ensuring that eligible personnel receive their benefit which is capped at \$130.00 per month. Prepares annual salary incentive report, which is due on May 30th, of each year.
- Accreditation: Responsible for maintaining all training records and files in compliance with the Commission for Florida Law Enforcement Accreditation (CFA)
- Assists in reviewing, editing, and updating forms and training materials.
- Answers incoming calls in a courteous, professional manner; schedules appointments and routes telephone calls to the appropriate personnel.

- Answers routine questions and refers other questions to the appropriate personnel.
- Conforms with and abides by all regulations, policies, work procedures, and instructions.
- Conforms with all safety rules which includes wearing and using all appropriate safety equipment.

QUALIFICATIONS

Education and Experience:

Associate degree from an accredited college in Public Administration, Business Administration or related field; three (3) years of relevant work experience in clerical work.

Special Qualifications:

Possession of a valid, Florida driver's license, typically Class B, to operate a motor vehicle along with an acceptable driving record; requirement exists at the time of hire and as a condition of continued employment.

Knowledge, Skills and Abilities:

- Must be fluent in the English language. Ability to communicate in Spanish is a plus.
- Considerable knowledge of modern office practices and procedures.
- Must be computer literate with knowledge of Microsoft Word, Publisher, Power Point, Excel, or a similar program.
- Ability to use small office equipment, including copy machines or multi-line telephone systems.
- Problem solving and planning skills necessary to drive program success.
- Ability to meet and deal with the public and co-workers in an effective and courteous manner.
- Excellent interpersonal and communication skills.
- Ability to deal with confidential and sensitive matters.
- Must be a non-smoker.
- Ability to work occasional evenings and/or weekends and to travel within the service area.

PHYSICAL REQUIREMENTS

Ability to feel, finger, grasp, handle, pull, push, reach; receive information through oral communication; make rational decisions; make repetitive motions with the hands; express ideas through speaking accurately/loudly/quickly; use visual acuity to perform activities such as viewing a computer terminal, making general observations of facilities and operating heavy equipment. Ability to exert up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.



City of Doral, FL Classification Description

Classification Title: Social Media Coordinator
Department: Public Affairs
Pay Grade: 113
FLSA Status: Exempt

JOB SUMMARY

The Social Media Coordinator is responsible for developing and implementing the City's Social Media strategy to increase our online presence, improve our marketing efforts and tell the City's story as it pertains to programs, events, initiatives, etc. Other duties include creating social media analytics reports; media contact; social media production; and developing, updating, and revising informational products and materials. The incumbent is also responsible for communications and providing current, accurate information to customers in response to social media inquiries, comments, complaints, and suggestions, coordinating with City departments.

This position reports directly to the Communications Director.

ESSENTIAL JOB FUNCTIONS

- Coordinates and executes the daily social media activity for all City of Doral platforms, including content creation, managing comments and messages, and engaging with audiences as appropriate for the platform. Works directly with City departments to understand mayor priorities and projects, ensuring that messaging is aligned with city strategic direction.
- Monitors and responds to customer inquiries, complaints, and comments, promoting two-way communication across a variety of channels including non-traditional contact channels including chat, messenger, and social media. Interacts and coordinates with other departments as necessary, to accomplish accurate, professional, and timely communications to the public.
- Uses digital communication skills to capture content through video and photography to be used on social media platforms. Attends events and produces live social media content.
- Track, report and respond to social media metrics and engagement, troubleshooting and pivoting when necessary. Provides in-depth analysis of reports to enable data-driven decisions in marketing and social media strategies.
- Build and maintain a content calendar.
- Ensure a consistent brand presence, personality, and voice across all adopted social media platforms.

- Stay on top of current social media trends, insights from content, and best practices. Identifies opportunities for social media to build brand awareness, generate inbound traffic and increase audience.
- Cultivate meaningful relationships with community members using platform technology like messaging, mentions, or comments.
- Assists in the development of promotional materials, such as brochures, posters, fliers and presentations.
- Assist Public Affairs team with various projects and campaigns and create design work consistent with brand image as needed.
- May be responsible for the coordination of special projects.
- Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

Associate degree from an accredited institution with classwork in communications, marketing, public relations, social media, or a related field; two (2) years of relevant work experience in social media, public relations, or marketing.

Special Qualifications:

Possession of a valid, Florida driver's license, typically Class B, to operate a motor vehicle along with an acceptable driving record; requirement exists at the time of hire and as a condition of continued employment.

Knowledge, Skills and Abilities:

- Knowledge of best practices and trends in social and traditional media and marketing.
- Use of standard computer software including Microsoft Office suite (Word, PowerPoint, and Excel).
- Basic web editing techniques.
- Understanding of social media analytics, search engine optimization, web traffic metrics, Google Analytics.
- Knowledge of running digital ad campaigns on various platforms such as Facebook, Instagram, Google, YouTube, LinkedIn, etc.
- Organized and self-motivated.
- Self-initiative to research and gather information in order to perform job duties.
- Attention to detail and commitment to executing quality work.
- Ability to communicate, collaborate, and manage time effectively while working calmly and professionally under deadline and/or emergency conditions.
- Skills in photography, videography, and graphic design
- Extensive knowledge of and experience in the use of Social Media Platforms such as Facebook, Twitter, YouTube, Instagram, LinkedIn, and Meta Business Suite/Hootsuite.

- Proven experience and success in developing social media content and creating social media strategies for an organization, business, or institution.
- Strong writing, editing, proofreading, analytical and project management skills.
- Experience with online design tools (Canva).
- Thorough understanding of branding principles and tactics through multimedia and public communications.
- Ability to work occasional evenings and/or weekends and to travel within the service area.
- Fluency in English and Spanish with excellent verbal and written communication skills in both languages.

PHYSICAL REQUIREMENTS

Ability to express ideas through speaking/talking; use visual acuity to perform activities such as analyzing data; dexterity of hands and fingers to operate a computer keyboard. The employee is frequently required to apply 30 pounds of force to lift, carry, push, pull or otherwise move objects office products and supplies. In addition, positions in this classification typically require crouching, handling, perceiving sounds at normal speaking levels, kneeling, lifting, mental acuity, pulling, reaching, repetitive motion, expressing ideas by the spoken word, visual acuity read a variety of materials, and walking.



City of Doral, FL Classification Description

Classification Title: Cultural Arts Center Facility Manager
Department: Parks and Recreation
Pay Grade: 113
FLSA Status: Exempt

JOB SUMMARY

This position oversees the daily operations of the Cultural Arts Center facility; ensures the successfulness of planning, coordination, and supervision of Cultural events and programs for the City of Doral; deals with related budget expenses, marketing, promotional functions; and supervises assigned personnel. This position works under the general supervision of the Parks & Recreation Director or their designee.

ESSENTIAL JOB FUNCTIONS

- Supervises assigned personnel and ensures proper maintenance of the facility; interviews candidates; trains staff; disciplines employees; and evaluates performance.
- Oversees daily operations of the Cultural Arts Center.
- Works directly with Parks and Recreation Director or their designee in developing policies and procedures as they apply to the Cultural Arts Center and events.
- Coordinates all aspects of Cultural event programming, such as food, beverages, games, prizes, entertainment, public information, operating materials and supplies, facilities and room scheduling and registration.
- Assists in the planning and execution of all city-wide special events.
- Develops and coordinates an expanding flexible calendar of cultural events and programs for all segments, groups, and interest levels in the community.
- Serves as staff liaison to Cultural Affairs Advisory Board and adheres to policies based on recommendations made by appointment Board Members.
- Assists in the preparation of the semi-annual report and budgeting process. Plans, schedules, organizes, and evaluates all Cultural events and programming.
- Promotes recreational, educational, and cultural special events at the facility through the development of flyers, newsletters, advertisements, special mailers, press releases, brochures, posters, videos, and other forms of publicity.
- Plan and schedule cultural events for various community and civic organizations. Coordinate and supervise all cultural event functions at the assigned facility.
- Researches and responds to community needs/requests regarding creation of new cultural events. Plans and develops special event and operations budgets for approval and implementation; adheres to approved/established budgetary parameters.
- Researches, solicits, and prepares grants from local, state, and national private or public agencies that support cultural programs and events.
- Solicits instructors and support staff necessary to support cultural events; performs advertising, recruitment, interviewing, and selection tasks.
- Reviews timesheets, facility checks, attendance, work orders, and incident reports.
- Collects, verifies, and submits payments received.

- Assists in creating related budget.
- Orders staff uniforms.
- Completes assigned special projects.
- Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

Associate degree in recreation administration, leisure services, program management, public administration, business administration, hospitality or related field; and four (4) years of related work experience; or an equivalent combination of education and experience.

Special Qualifications:

Possession of a valid, Florida driver's license, typically Class B, to operate a motor vehicle along with an acceptable driving record; requirement exists at the time of hire and as a condition of continued employment.

Knowledge, Skills and Abilities:

- Must be willing to work flexible hours which may include weekends, evenings, and nights.
- Ability to effectively manage time and prioritize multiple responsibilities.
- Ability to get along with others and work effectively with the public and fellow workers.
- Considerable knowledge of modern office practices and procedures.
- Must possess excellent customer service skills and be able to establish good customer relations. Must have an ability to deal with people effectively, courteously, and enthusiastically.
- Must possess strong organizational and communication skills.
- Must be computer literate with knowledge of Microsoft Word, Excel, PowerPoint or a similar word processing program.
- Must be detailed oriented to ensure tasks are accurately completed. Must be self-motivated and able to excel with minimal supervision. Ability to prepare and/or process purchase orders.
- Ability to make recommendations that impact the budget. Ability to purchase up to \$1,000 without approval from supervisor.
- Ability to use small office equipment, including copy machines or multi-line telephone systems.
- Ability to use computers for data entry.
- Ability to deal with confidential and sensitive matters. Ability to deliver effective presentations.
- Ability to work in a fast-paced environment. Ability to manage and meet deadlines.
- Must be fluent in the English language. Ability to communicate in Spanish is a plus. Must be non-smoker.
- Applicants must also complete all requirements established by the City of Doral for employment. This may include, but is not limited to, a written examination, a psychological exam, a polygraph examination, a comprehensive background investigation and a job-related medical examination including a drug screening test. The minimum requirements may be waived by the City Manager.

- Knowledge of related City policies and procedures.
- Knowledge of budget preparation.
- Ability to be manage and track inventory.

PHYSICAL DEMANDS

Ability to express ideas through speaking/talking; use visual acuity to perform activities such as analyzing data and figures and operating motor vehicles. The employee is frequently required to apply 30 pounds of force to lift, carry, push, pull or otherwise move objects. The employee is occasionally required to exert up to 50 pounds of force to move objects. In addition, positions in this classification typically require climbing, crawling, crouching, handling, perceiving sounds at normal speaking levels, kneeling, lifting, mental acuity, pulling, reaching, repetitive motion, expressing ideas by the spoken word, visual acuity to inspect defects or fabricate parts, and walking.

WORK ENVIRONMENT

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.



City of Doral, FL Classification Description

Classification Title: Community Outreach Coordinator
Department: Mayor and Council
Pay Grade: 113
FLSA Status: Exempt

JOB SUMMARY

Community Outreach Coordinator is intended to provide direct contact with individual, residential and commercial customers, and citizen groups through in-person visits, email, and telephone calls; interact and communicate with City departments as necessary to accomplish timely and consistent communications to the public; conduct community-based studies and surveys and make recommendations for action; develop and coordinate digital marketing strategies for various programs and/or initiatives; execute, manage, and optimize digital media campaigns and programs in coordination with public affairs. This position is under the general supervision of the Mayor.

ESSENTIAL JOB FUNCTIONS

- Provide resources and assistance to residents, and businesses.
- Address and increase community engagement, outreach, and communication with the residents and business owners.
- Assist and communicate with residents, businesses, citizen groups, and City departments.
- Conduct general research and provide reports as needed, utilize databases, project tracking systems and other systems to track services, projects, and outreach programs to make recommendations for action.
- Prepare correspondence, reports, marketing materials, and press releases in support of outreach initiatives.
- Participate in planning, implementation and attendance of outreach development meetings, conference, and events.
- Develop and coordinate digital marketing strategies for various programs and/or initiatives.
- Execute, manage, and optimize digital media campaigns and programs in coordination with public affairs.
- May be responsible for the coordination of special projects.
- Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

Associate degree or 60 credits from an accredited institution plus two (2) years of relevant work experience in social media, public relations, or marketing. Bachelor degree preferred.

Special Qualifications:

Possession of a valid, Florida driver's license, typically Class B, to operate a motor vehicle along with an acceptable driving record; requirement exists at the time of hire and as a condition of continued employment.

Knowledge, Skills and Abilities:

- Must be able to speak, read, and write in English proficiently. Ability to communicate in Spanish is a plus.
- Organized and self-motivated.
- Use of standard computer software including Microsoft Office suite (Word, PowerPoint, and Excel).
- Knowledge of business writing, methods, and techniques.
- Ability to interact with the public and City employees over the phone, in written communication and through personal interaction in a courteous, eloquent and effective manner.
- Ability to communicate, collaborate, and manage time effectively while working calmly and professionally under deadline and/or emergency conditions.
- Ability to work occasional evenings and/or weekends.
- Must be a non-smoker.

PHYSICAL REQUIREMENTS

Ability to exert up to 10 pounds of force to lift, carry, push, pull or otherwise move objects, office products, and supplies. Ability to make rational decisions through sound logic and deductive processes; and express or exchange ideas by means of the spoken word or in written form.