



STAFF REPORT

TO: Mayor Fischer and Members of City Council
FROM: Chris Heineman, City Administrator
DATE: April 12, 2023
RE: Community Relations Manager Position

ACTION TO BE CONSIDERED

Consider creation of Community Relations Manager Position

BACKGROUND

The City of Little Canada contracted with DDA Human Resources to conduct an Organizational Study in 2022 which was finalized in March of 2023. As part of this study, the consultant provided an analysis of City services and the City's current and future staffing needs with attention to current communication and community engagement and outreach responsibilities. The consultant also provided analysis on the staffing needs of the organization now and in the future with particular attention to what position(s) have responsibility for community engagement and outreach.

Based on the feedback analysis of the consultant, one of the primary recommendations identified to address current staffing challenges was to hire a full-time position focused on communications and community engagement to perform duties related to communications and project management. The position would include coordination of the quarterly newsletter, administering the City website through working with departments to add and create content, and administering all social media accounts. These duties currently reside with the Parks and Recreation/Community Services Director.

Following the adoption of the final report from DDA Human Resources, staff members met to discuss how this recommended position would fit into our current organizational structure. The staff leadership team reviewed fourteen position descriptions related to communications and community engagement and created a Community Relations Manager position description that addresses the needs specific to the City of Little Canada. A copy of the draft position description is attached for your review.

This position would address both ongoing and increasing communication needs and many additional duties and responsibilities that are outlined in the City of Little Canada's 2022 Strategic Plan. The creation of this position also adheres to the 5-year Strategic Plan adopted in 2019. By establishing a Community Relations Manager position, we would be creating additional operational efficiencies and align with the strategic initiative of optimizing our organizational structure.

Based on the broad duties and responsibilities included in the position description, staff is recommending that the Community Relations Manager position be classified in Grade 10 or 11 on the City's current wage scale. Grade 11 is the same grade as the City Clerk/Human Resource Manager, Parks & Recreation/Community Service Director, and Community Development Director positions.

FISCAL IMPACT

If the City Council recommends moving forward with this position, additional financial analysis will be provided prior to final approval. Based on an assumption that we would advertise for this position at Step 1 to Step 3 of pay grade 11 in our current wage scale, the starting wage for this position would be between \$46.27 and \$49.32 per hour. Staff recommends a salary distribution of 75% General Fund, 12.5% Water Fund and 12.5% Sewer Fund.

The total estimated salary and benefit costs range from \$110,235.77 to \$137,896.41 for grade 10 or \$121,259.34 to \$151,686.05 for grade 11. The 75% General Fund portion is estimated to have a levy increase impact of approximately 2% - 3% to the 2024 budget. If this position is hired in 2023, the position would be prorated with an anticipated start date of July 1st, 2023. The 2023 General Fund share is expected to be financed with available fund balance.

RECOMMENDED ACTION

The City Council is asked to review the draft Community Relations Manager position description and provide further input and guidance to City staff on how to proceed. Based on the feedback from the City Council, a final position description could be brought forward for consideration and approval at the next City Council meeting on April 26.

Staff recommends a salary distribution of 75% General Fund, 12.5% Water Fund and 12.5% Sewer Fund. The recommended estimated salary ranges from \$110,235.77 to \$137,896.41 for grade 10 or \$121,259.34 to \$151,686.05 for grade 11 (The estimated salaries include benefits). The 75% General Fund portion is estimated to have a levy increase impact of 2%-3% to the 2024 budget. For 2023, the position is expected to be prorated ½ year or six months, with an anticipated start date of July 1st, 2023. The 2023 General Fund share is expected to be financed with available fund balance.



Position Title: Community Relations Manager
Department: Administration
Accountable To: City Administrator
Status: Full-time, Exempt
Salary Grade:
Reviewed: April 2023

PRIMARY OBJECTIVE OF POSITION

Responsible for the City's internal and external communication activities with a focus on cultivating positive relationships with residents, businesses, staff and other stakeholders. This position manages the day-to-day operations of the City's communications efforts with minimal direction from the City Administrator. The position is also responsible for designing and implementing communications plans and outreach strategies to engage the community, and provides guidance to the City Administrator and department heads on communication trends and issues.

This position will develop and deliver content across all city communication platforms and design communication and engagement that is inclusive and appropriate for the Little Canada community. The position takes an active leadership and participatory role in department and citywide community engagement and outreach programs, special events, and planning and operations.

SCOPE OF RESPONSIBILITY

The Community Relations Manager works independently with minimal direction from the City Administrator, and is directly responsible for managing all communication efforts conducted by the City: including written, visual and electronic communications, the city website and social media accounts, and all city marketing and community branding efforts.

MAJOR DUTIES AND RESPONSIBILITIES

1. **Community Relations:**
 - a. Focus on cultivating and managing positive relationships with residents, businesses, media and other stakeholders. Coordinate, organize and facilitate formal and informal meetings, workshops, open houses and other community relations activities.
 - b. Develop and maintain relationships by interfacing with residents, community groups and other stakeholders. Utilize partnerships to increase the reach of organizational initiatives, programs and services. Employ innovative community engagement techniques to reach a diverse audience including key demographics such as age, race, ethnicity, and gender.
 - c. Facilitate community partnerships with existing organizations and efforts such as Canadian Days Committee, Night-to-Unite and 'Friendship City' relationship with Thunder Bay.

COMMUNITY RELATIONS MANAGER JOB DESCRIPTION

2. **Operations:**

- a. Works to implement strategic communication initiatives with an emphasis on inclusive communication and engagement principals. Recommends annual communication goals and objectives and assesses and reports on effectiveness of communication strategies.
- b. Monitors effectiveness of communications and communication tools. Recommends and implements changes to enhance effectiveness based on feedback and analysis.
- c. Establishes consistency in tone, image and branding for the City of Little Canada in various form layouts, templates and logos. Coordinates Gateway Signage Initiative.
- d. Coordinates recruitment and appointment process for city commissions and assists the City Clerk/Human Resource Manager with recruitment of other city employees.
- e. Prepares and submits annual budget for communications efforts to City Administrator.

3. **Communications:**

- a. Oversees production of the City Newsletter and content of bi-weekly news updates. Develops and distributes additional internal and external communication initiatives including brochures, flyers, push notifications and other electronic communication.
- b. Manages the City's day-to-day communications efforts to meet the goals, objectives, and timelines of the City Council and City departments.
- c. Works closely with all departments to develop and produce communication pieces to promote individual programs and enhance public information.
- d. Serves as photographer and videographer or works with professionals to take and prepares photos and video for web, social media, and print promotions.
- e. Responsible for updating the City's website by creating content and ensuring the site is current and relevant.
- f. Creates content for social media communication tools, monitor inquiries, complaints, and comments and responds to routine citizen requests or questions.
- g. Markets and promotes City services through special events, promotions, community events, public gatherings and related activities.
- h. Assists in scheduling, coordinating, and attending events and activities that promote the City (e.g. ground breakings, open houses, festivals, grand openings, recreation events).
- i. Performs other duties as assigned or apparent.

4. **Community Engagement:**

- a. Works with stakeholders to promote and enhance all levels of community engagement.
- b. Manages the City's ongoing community survey efforts to obtain resident feedback.
- c. Develops community outreach programs to embrace the community's diversity and champions efforts to positively impact diversity, equity and inclusion in Little Canada.
- d. Coordinates and implements community visioning event to establish a clear understanding of what Little Canada community members desire.

COMMUNITY RELATIONS MANAGER JOB DESCRIPTION

KNOWLEDGE, SKILLS, AND ABILITIES

- Ability to develop and maintain positive relationships with diverse audiences, media, elected officials, staff and residents. Excellent interpersonal skills.
- Excellent communications and relationship skills both orally and in written format using tact, sensitivity and understanding of diverse audiences to build trusting and cooperative relationships, ability to work tactfully and effectively with the public, elected officials, City employees and outside agencies.
- Ability to build authentic relationships with racial, socio-economic, and gender and age diverse communities.
- Knowledge of effective techniques for public participation, engagement and outreach strategies and outcomes.
- Ability to create content, especially digital content creation, including but not limited to updating websites, blogging, photography and videography, maintenance and distribution of content on social media accounts.
- Strong writing and editing skills.
- Knowledge and proficiency with software such as Microsoft Office, Adobe Creative Suite and InDesign.
- Ability to manage projects, coordinate timelines and handle multiple priorities.
- Ability to work independently.
- Ability to work flexible hours including some nights and weekends.

QUALIFICATIONS

Minimum:

- Four year degree in Communications, Marketing, Journalism, Public Relations, or related field.
- Three to five years of communications, marketing, social media experience or an equivalent combination of experience and training which provides the knowledge, skills and abilities to perform the work.
- Valid Driver's License

Desired:

- The ideal candidate will have experience in managing an organization's communication, public relations, community engagement, outreach and/or marketing efforts.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel objects or controls, sit; and talk or hear. The employee is occasionally required to stand; walk; reach with hands and arms, stoop, kneel, crouch, or crawl.

COMMUNITY RELATIONS MANAGER JOB DESCRIPTION

The employee must occasionally lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

Office environment; significant exposure to computer screens; the noise level is usually quiet, although the ability to work with noise and distractions is required; this position works in an office setting. This position qualifies for a hybrid work environment including remote work of up to twenty (20) hours per pay period.