

AN ORDINANCE ADOPTING A JOB DESCRIPTION FOR THE POSITION OF COMMUNICATIONS AND TECHNOLOGY DIRECTOR, ESTABLISHING THE QUALIFICATIONS AND DUTIES FOR SAID POSITION, AND REPEALING ORDINANCE NO. 21-61.

WHEREAS, it has been recommended by the Human Resources Committee that a job description for the position of Communications and Technology Director be adopted.

NOW THEREFORE, BE IT ORDAINED BY THE COUNCIL OF
THE CITY OF AVON LAKE, STATE OF OHIO:

Section No. 1: That the specifications, responsibilities, and duties applicable to the position of Communications and Technology Director shall be as shown on the job description, a copy of which is attached hereto and made a part hereof.

Section No. 2: That Ordinance No. 21-61 is hereby repealed.

Section No. 3: That it is found and determined that all formal actions of this Council concerning and relating to the adoption of this Ordinance were adopted in an open meeting of this Council and that all deliberations of this Council and any of its committees which resulted in such formal actions, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section No. 4: That this Ordinance shall be in full force and effect from and after the earliest period allowed by law.

PASSED: 1/23/2023

/s/ Martin E. O'Donnell
President of Council

POSTED: 1/27/2023

APPROVED: 1/24/2023

ATTEST: /s/ Valerie E. Rosmarin
Clerk of Council

/s/ Gregory J. Zilka
Mayor

CITY OF AVON LAKE

POSITION DESCRIPTION

Communications and Technology Director

Job Title:	Communications and Technology Director
Department:	Communications and Technology
Immediate Supervisor:	Mayor or their designee
Positions supervised:	Communications Specialist, Senior Production Assistant, Production Assistant, Technology Coordinator
FLSA Status:	Exempt (part time)
Bargaining Unit:	N/A
Civil Service Status:	Unclassified

JOB RESPONSIBILITIES

As Director by the Mayor (in concert with City Council) or their designee this position shall hold preeminent responsibility for all aspects of the City's cable access, media platforms, City of Avon Lake website, City of Avon Lake social media accounts, and/or all various marketing and communication needs of the City of Avon Lake. Including information that should be communicated to the general public in a timely manner (i.e. matters of safety, notices, etc.). Additionally, the Director shall hold oversight of all City's internal computers, desktop support systems, and network (except ALPD, ALFD, and/or systems within the AL Municipal Court jurisdiction).

Director shall be responsible for strategic crisis communications serving as point of contact while utilizing the City's community response system.

Other Duties:

- Oversee all media productions being produced as dictated by community interest, quality, appropriateness, and variety of content.
- Ensure all content has been verified as reliable and sound prior to dissemination across the appropriate channel outlets.
- Development and forecasting of ideas for programs and media releases.
- Development and management of any City platforms for community inaction.
- Oversight of the archiving of media (in all formats) – for both short term (under 2 years) and long-term storage (over 2 years).
- Working knowledge and awareness of the latest technologies, equipment, and software for these roles.
- Track, monitor, and post (as necessary) all statistics on viewership, input/questions from viewers and/or media outlet sources.
- The ability to understand and supervise the creation of custom software and website production.

- Management of personnel for the Digital Media Department – including interviewing, job descriptions, job duties, work responsibilities, and scheduling. This oversight includes annual reviews and personnel recommendation adjustments, as necessary.
- Responsible for development and oversight of a departmental budget; including forecasting as directed for both personnel and equipment needs.
- Responsible for timely and as directed reports to City Administration and/or public and any regulatory boards or commissions. Outreach to viewing audience and/or community to ensure topical content.
- Knowledge of, and compliance with, any FCC or other regulations governing digital media.
- Actively involved in applicable regional and national cable/marketing organizations including review of franchise fees or other governmental issues.

QUALIFICATIONS

College degree in any of the following disciplines: Marketing, Communications, Video Production, Graphic Design, Public Relations coupled with significant experience in working within government organization or non-profit.

Strong working knowledge of cable television programming and marketing/communications focused on local markets, coupled with knowledge of the City of Avon Lake (its services and resident demographics).

Ability to communicate effectively and diplomatically both orally and in written form(s); Ability to tailor communication style(s) to meet the audience including federal, state, and local entities; elected officials, community volunteers, potential developers, City staff and public.

PHYSICAL REQUIREMENTS

Intermediate physical activity including lifting, bending, standing, reaching, etc. working conditions include loud, dusty environments and hazardous chemicals.

All applicants must pass a background screening, drug test, and possess a valid State of Ohio Driver's License.

Knowledge of:

- Standard and specialized equipment for these efforts.
- Standard office equipment, computers, camera/editing equipment necessary for job duties (and those of subordinates).
- Understanding of City services and delivery of services to the public.
- Writing skills, formats, editing, proofreading, and visual concepts.
- Ability to understand and adhere to deadlines as established.
- City of Avon Lake general office guidelines/protocols/procedures.

Salary Range: As determined by Codified Ordinances.

Benefits: As determined by Codified Ordinances.