

FINANCE AND PERSONNEL COMMITTEE

City of Kaukauna
Council Chambers
Municipal Services Building
144 W. Second Street, Kaukauna



Monday, October 16, 2023 at 6:10 PM

AGENDA

In-Person

1. Correspondence.
2. Discussion Topics.
 - a. Permission to fill Community Enrichment Coordinator position(s) due to resignation.
 - b. Marketing and Communications Manager discussion.
 - c. Adjourn to Closed Session Pursuant to State Statute 19.85 (1)(c) to discuss employment, promotion, compensation or performance evaluation data of any public employee.
 - d. Return to Open Session for possible action.
3. Adjourn.

NOTICES

Notice is hereby given that a majority of the City Council will be present at the meeting of the Finance and Personnel Committee scheduled for Monday, October 16, 2023 at 6:10 P.M. to gather information about a subject over which they have decision making responsibility.

IF REQUESTED THREE (3) DAYS PRIOR TO THE MEETING, A SIGN LANGUAGE INTERPRETER WILL BE MADE AVAILABLE AT NO CHARGE.





MEMO

HUMAN RESOURCES

To: Finance and Personnel Committee
From: Shanon Swaney, Human Resources Director
Date: October 16, 2023
Re: Notification of Resignation and Approval to Fill Position

The City's part-time Community Enrichment Coordinator position was being split by two employees: Dakota Hicks and Roger Russove. Dakota was overseeing Farmer's Market and Roger was overseeing Live! From Hydro Park. Dakota and Roger have resigned from their positions as Community Enrichment Coordinators. Dakota's last day is 10/14/2023 and Roger's last day is 11/04/2023.

Staff seeks authorization from the Finance and Personnel Committee to fill a Community Enrichment Coordinator(s) position due to resignation.



MEMO

HUMAN RESOURCES

To: Finance and Personnel Committee
From: Shanon Swaney, Human Resources Director
Date: October 16, 2023
Re: Communications Position Discussion

During the City's strategic planning process, the need for enhanced internal and external communication was identified. This was outlined in the proposed strategic plan as one of the three main objectives, with tactics of enhancing communication with the council, enhancing internal communication, and enhancing external communication.

Currently, the City shares a Communications Coordinator with Kaukauna Utilities who spends 20 hours per week at each organization.

As part of the 2024 budget process, staff are proposing a shift from a shared communications position to a full-time Marketing and Communications Manager dedicated to the City. Some primary functions of this position would be the development and execution of internal and external communications processes and procedures, the execution of strategic objectives and tactics specific to communications, the development and refinement of City branding and marketing materials, and providing guidance to staff and Mayor with public relations.

A copy of the proposed job description is attached for your review.



Position Description

Position: Marketing Communications Manager
 Department: Communications
 Reports To: Human Resources Director
 Supervises: None
 Date: 10/16/2023
 Position #: TBD

POSITION SUMMARY

Under the general direction of the Human Resources Director, the Marketing Communications Manager is responsible for designing and executing creative and effective communication and marketing strategies between the City and its stakeholders. This includes but is not limited to relations between the City and City employees, the public, media, elected officials, businesses, and community groups.

This position has no direct reports but may delegate work to Administrative Coordinator(s).

MAJOR POSITION DUTIES

1. Develops, executes, and refines, as necessary, a public communication strategy that is aligned with the City's mission, vision, values, and strategic objectives.
2. Manages the branding and maintenance of the City website, intranet, social media, and other internet platforms to ensure ease of use and accessibility of information.
3. Manages the City social media platforms and presence to include regular monitoring, creative posts to encourage engagement, adherence to brand standards and strategic objectives, and timely responses to citizen concerns. This includes overseeing the social media presence of all City departments.
4. Serve as the City's spokesperson to media and external audiences when needed.
5. Write, edit, and distribute press releases.
6. Develop content and design of print materials, correspondence, reports, advertising, and news releases for mass distribution; drafts articles and reports on the status of major initiatives for distribution to Mayor, Council, public, staff, and community stakeholders.
7. Develop, execute, and refine, as necessary, City branding strategy and ensure City compliance with brand standards.
8. Manage the execution of strategic objectives and tactics specific to

communications.

9. Work collaboratively across all City departments to provide strategic guidance for the planning, execution, and delivery of major projects both internal and external.
10. Develop internal communication processes and procedures.
11. Must be able to work independently under indirect supervision. This position routinely handles sensitive or confidential information.
12. Perform other duties as assigned.

QUALIFICATIONS

(Knowledge, skills, and experience necessary to do the job well)

Requires a bachelor's degree in journalism, communications, public relations, or a closely related field, and three to five years of professional work experience in marketing, communications, public relations, or a closely related field.

- Strong written and verbal communication skills.
- Ability to balance multiple concurrent tasks and meet organizational deadlines.
- Comprehensive knowledge of the principles and methods of public outreach and public relations.
- Skill in utilizing social media platforms including but not limited to Facebook, Instagram, Twitter, and LinkedIn.
- Prior experience in marketing and ability to utilize design software including but not limited to Adobe, Photoshop, and Canva.
- Exceptional professionalism and decision-making skills.
- Ability to effectively manage and respond when necessary to negative comments and media attention.
- Strong comfort level in managing front-line internal communications and external communications with the public/media.
- Strong presentation skills.
- Excellent people skills and an upbeat, enthusiastic attitude.
- Ability to work under general supervision and make independent decisions.
- Must possess a valid driver's license.

IDEAL CANDIDATES WILL ALSO HAVE:

- Prior experience in municipal public relations
- Knowledge of applicable state and local law, codes, and ordinances.

This description has been prepared to assist in evaluating various classes of responsibilities, skills, and working conditions. It indicates the kinds of tasks and levels of

work difficulty required of positions given this classification. It is not intended as a complete list of specific duties and responsibilities. Nor is it intended to limit or modify the right of any supervisor to assign, direct, and control the work of employees under supervision. Nothing contained herein is intended or shall be construed to create or constitute a contract of employment between any employee or group of employees and the City. The City retains and reserves all rights to change, modify, amend, add to, or delete from any section of this document as it deems, in its judgment, to be proper.

Employee Acknowledgement: _____ **Date:** _____

The above statement reflects the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all work requirements that may be inherent in the occupation.