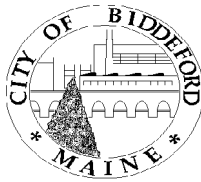


City of Biddeford
Personnel Committee
April 30, 2018 7:00 AM 205 Main Street

- 1. Call to Order**
- 2. Acceptance of Minutes**
 - 2.1. Acceptance of Minutes
[April 24, 2018- Personnel Committee Meeting Minutes.doc](#)
- 3. Discussion**
 - 3.1. Job Description Draft - Communications and Civic Engagement Director
Job Description Draft - Human Resources (Discussion)
[Communication and Civic Engagement Director.draft.doc](#)
- 4. Other Business**
- 5. Unfinished Business/Future Agenda Items**
- 6. Adjourn**



PERSONNEL COMMITTEE MEETING

Tuesday, April 24, 2018
Human Resources Department

5:30 PM

Minutes

ITEM 1 Call to order

Chair Councilor John McCurry called the meeting to order at 5:30 p.m. with Councilors Michael Ready, Norman Belanger, and Stephen St. Cyr present. Also present was James Bennett, City Manager, and Marcy Faucher, Human Resources Director

ITEM 2 Acceptance of Minutes – November 14, 2017

Motion: by Councilor Ready to accept the minutes of the November 14, 2017 Personnel Committee, seconded by Councilor St. Cyr, all in favor.

ITEM 3.1 Compensation in lieu of vacation time used – Eliminate compensation eligibility for those hired after July 1, 2008

Motion: by Councilor Belanger to amend the language as proposed to include a “sunset” provision to be effective June 30, 2020 to eliminate the ability to purchase unused vacation time for all non-union employees, seconded by Councilor St. Cyr, Councilor Ready opposed. Vote 3-1

Motion: by Councilor Belanger to approve as amended, seconded by Councilor St. Cyr, Councilor Ready opposed. Vote 3-1

ITEM 3.2 Vacation Rollover-Cap the value of unused vacation based upon the hourly wage rate in effect as of the date of the rollover or anniversary date.

Motion: by Councilor Belanger to amend the language as proposed to read that no more than 80 hours vacation may be carried over in any year, seconded by Councilor St. Cyr, all in favor. Vote 4-0

Motion: by Councilor Belanger to approve the vacation roll over as amended, seconded by Councilor St. Cyr, all in favor. Vote 4-0

ITEM 3.3 Recruitment – Staff Shortages

Staff discussed the local and statewide difficulties in attracting qualified applicants to critical City positions. Specifically noted were difficulties within the police, fire, wastewater and fleet maintenance divisions of the City.

ITEM 3.4 Recruitment – Requesting prior approval to fill vacancies

Councilor McCurry advised City Manager Bennett that the requirement to request Personnel Committee approval prior to filling vacancies will be removed when the FY19 Budget is approved.

ITEM 4 Other Business

Councilor McCurry requested that the City Manager prepare job descriptions for the proposed communications and human resources positions. These items will be discussed at the April 30, 2018 Personnel Committee Meeting.

ITEM 5 Adjourn

Motion: by Councilor St. Cyr to adjourn at 6:15 pm, second by Councilor Belanger, all in favor.

Respectfully Submitted,

Marcy Faucher, Human Resources Director

Personnel Committee Members:

Councilor John McCurry, Chair

Councilor Norman Belanger

Councilor Michael Ready

Councilor Stephen St. Cyr

CITY OF BIDDEFORD, MAINE

POSITION DESCRIPTION

Position Title: Communications and Civic Engagement Director

FLSA Status: Exempt

Reports to: City Manager

General Function:

Is responsible to the City Manager to lead the strategic vision and implementation of the City of Biddeford's external and internal communications; and for the administration of community engagement, communications, and public relations activities. Serves as an advisor to city management team and is responsible for community engagement and volunteer activities for citizens, businesses and organizations, including educational opportunities to enhance citizen engagement and access to governance, business calling, new resident outreach, and media and public relations support. The Communications and Civic Engagement Director is also responsible for daily coordination and implementation of the communications functions for the City including social media, special project promotions and media support. Is responsible for keeping the City's website fresh and relevant so the public will consistently turn to the website for information. Create and oversee compelling content on social media platforms so that City's message reaches and engages as many people as possible. Handles all public information requests in a timely and consistent manner consistent with State of Maine law and City policies and procedures. This position will interact with a diverse community network from media contacts and peers in other entities. The Communications and Civic Engagement Director is committed to the mission, vision, and values of the City through ethical conduct, community stewardship, individual initiative and responsive service. Demonstrate leadership, management and technical skills through effective collaboration, using team resources, progressive decision making, personal accountability, and responsibility. Exercising independent judgment in performing the daily functions is expected.

Competencies:

Leadership

Exhibits behavior consistent with the mission, vision and values of the City of Biddeford.

Furtheres the mission, vision and values of the City through excellent customer service, creative problem solving, decision making, and stewardship of City resources.

Engages in and supports the long-term direction of the community through progressive strategic planning and goal setting that is responsive to the needs of the community.

Provides teaching, mentoring and motivation to other employees within the organization through the sharing of knowledge, skills and information; is proactive in performing and improving

his/her own work and suggests and participates in projects and activities to improve the function of the entire organization.

Demonstrates emotional intelligence in day-to-day work, decision making and problem solving.

Initiates and suggests actions to improve department and City operations, employee performance, morale, and work methods.

Demonstrates a commitment to provide and require excellent customer service through cooperative team and individual efforts.

Maintains membership in a professional communications organization to network among other communications professionals, to enhance communications skills and seek innovative knowledge and experience.

Communication

Provides suggestions, advice and support to department heads, other City employees, employee teams, and the City's customers.

Communicates the City's mission, vision and values through words and actions.

Communicates effectively, both orally and in writing, with the department heads, City employees, employee teams and the City's customers.

Works cooperatively with all City employees toward the common goal of providing high quality services.

Exhibits excellent interpersonal and human relationship skills.

Management

Displays independent judgment consistent with the mission, vision and values of the City of Biddeford.

Displays discretion and uses independent judgment in the exercise of daily activities and interactions with City staff and employees.

Participates in development and mentoring of staff to achieve a cohesive work unit consistent with the City's mission, vision, and values.

Assists with education and involvement of staff throughout the City to involve citizens in daily provision of services.

Is accountable for the delivery of quality services and work product as a part of the overall department and City-wide strategic direction, goals and objectives.

Contributes to a superior work culture through participation in training and mentoring to develop leadership, management and technical skills in all employees.

Assists employees with developing and implementing programs and objectives to improve department and City-wide efficiency.

Effectively manages multiple assignments and priorities to ensure the fulfillment of projects, tasks and responsibilities.

Assists in the preparation of, and adherence to, operational and capital budgets and exhibits good stewardship of the organization's resources.

Suggests and carries out procedures to assure the highest standards of risk management, employee safety and risk avoidance.

Technical Tasks

May act as the primary spokesperson and media liaison for the City.

Devise and implement the communications and marketing strategies, messaging and tools needed to build and preserve the image of the City.

Ensure a cohesive look and consistent message on all materials carrying the City of Biddeford's name and/or logo.

Serves as editor and manager of the City's periodical publications.

Recommends, develops, implements and supports community engagement programs and community events consistent with the interests of the community while maximizing the use of City facilities, parks, staff and other resources.

Generates ideas to engage citizens, businesses and other organizations through events and activities and assists in managing these efforts on site during events as part of the City's community engagement efforts.

Leads such engagement programs as citizen engagement forums and community programs related to citizen engagement.

Provides support to all departments for community engagement activities.

Serves as liaison to various civic organizations.

Coordinates special project assistance in promotions, internal coordination of project details and manages promotions as needed for special projects.

Create innovative opportunities for facilitating 2-way dialogue with the community, including residents, businesses and local organizations.

Ensures the fulfillment of projects, tasks and responsibilities; maintains proper files, records and finances associated with assisting with City communications and special project promotions.

Prepares and reviews reports, newsletters, flyers and brochures.

Develops articles and edits content for newspapers, journals and web site publications. Prepares and writes applicable news releases.

Maintains a media contact list and coordinates department communications with the media by identifying appropriate outlets, format and deadlines (print, radio and television) to provide information and promote a good relationship between the City and the press, and to promote a positive image for the City.

Fields and directs responses to all media-related inquiries.

Oversees city website content including the posting of articles, pages, events, media and all related materials.

Maintains all social media communications.

Manages all public information requests in a timely and consistent manner consistent with State of Maine law and City policies and procedures.

Maintains inventory of all marketing related materials including: electronic and printed publication files, photo library, logo files and mailing lists.

Prepares letters, promotions pieces, reports, purchase requisitions, legal notices, memos, and other written documents.

Performs all job duties in compliance with the established rules and regulations of the City of Biddeford.

Assists in the development of operating procedures, policies, rules and regulations.

Attends meetings, seminars, conferences, and other related events.

Maintains individual knowledge and skills to be able to carry out all duties of department personnel.

Reviews and investigates complaints and requests for service(s).

Promotes safe work practices and ensures compliance with City safety policies.

Maintains professional certifications and training through attendance at related trainings and conferences and membership in professional organizations and other professional affiliations.

Handles other responsibilities and duties as assigned or needed.

Equipment Used:

Operates automobile and current office equipment including: mobile phone, telephone, fax machine, copier, calculator, computer, paging equipment and two-way radios.

Location of Work and Physical Requirements of Position:

Must be able to safely and effectively operate a motor vehicle; demonstrate physical strength and dexterity in the use of hands and feet; must be able to move/transport oneself from one work site to another; on occasion may be required to perform lifting/transporting of department equipment and supplies; on occasion may be required to stoop, kneel, crouch, reach, and grasp; vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instructions to others accurately, loudly, or quickly; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; requires working in adverse weather; requires ability to work flexible hours (to include nights and weekends); and be able to deal with stressful conditions in a calm and professional manner; must be able to work in off-site locations, including residential structures. Work is performed primarily in the Biddeford City Hall and throughout the physical environs of the City.

Desired Minimum Requirements for the Position:

Bachelor's degree in public administration; communications and/or community/civic engagement or related field, or equivalent experience. Ability to interact effectively with the public, agencies and staff at all levels; knowledge of the principles and practices of communications and public relations; ability to supervise others, coordinate, train and direct personnel resources; demonstrated planning and organization skills; demonstrated leadership skills and abilities; efficient use of Microsoft Word, Excel, PowerPoint, Publisher, Access and one or more design programs such as Photoshop, InDesign, Illustrator, Dreamweaver or Quark; ability to maintain effective working relationships; ability to communicate effectively, orally and in writing; must possess a valid driver's license from state of residency. Experience in journalism, public relations for a local government or public entity, and communications preferred.