

Resolution 2024-R-88

A Resolution Authorizing the Opening of Two Classified Positions

WHEREAS, the City Council of the City of Irondale has determined that a true and very real need exists for the opening of two new classified positions within the City as authorized by The Personnel Board of Jefferson County.

BE IT HEREBY RESOLVED by the City Council of the City of Irondale, Alabama, in regular meeting duly assembled, a quorum being present that the City is hereby authorized to open and fill the below full-time, classified positions through The Personnel Board of Jefferson County:

1. Public Relations Manager (job description attached hereto as Exhibit A)
2. Parks and Recreation Director (job description attached hereto as Exhibit B)

ADOPTED & APPROVED: This 21st day of May, 2024.



David Spivey, City Council President

APPROVED:



James D. Stewart, Jr., Mayor

ATTESTED:



Leigh Ann Allison, City Clerk

CERTIFICATION

I, Leigh Ann Allison, the City Clerk of the City of Irondale, Alabama, hereby certify that the above to be a true and correct copy of a resolution adopted by the City Council of the City of Irondale at its regular meeting held on the 21st day of May, 2024, as the same appears in the minutes of record of said meeting.



Leigh Ann Allison, City Clerk

Exhibit A

Job Description

Class Title: Public Relations Manager

Class Number: 02097

Grade: 27

SUMMARY:

Public Relations Managers working in the Merit System are responsible for overseeing the development and implementation of public relations programs that are designed to create a favorable public image of their respective agencies. Employees in this job class participate in speaking engagements to promote awareness of their organization's services, create/review multi-media presentations (e.g., press releases, articles), establish partnerships with various organizations in their communities, create departmental policies and procedures, and administer a division budget. As supervisors of subordinate personnel (e.g., Public Relations Coordinators, Graphic Designers, Administrative Assistants), Public Relations Managers take part in hiring decisions, assign and review work, administer performance appraisals, and provide work-related feedback.

TYPICAL JOB DUTIES:

Prepares, monitors, and administers departmental or organizational budget by reviewing spending trends, expenditure reports, analyzing financial data and ensuring expenditures are within annual budgetary limits. Communicates with the media and public to include attending meetings, preparing reports, releasing information, monitoring the news, delivering press releases and marketing materials for the purpose of maintaining the public image of the organization.

Coordinates events to include securing the location, planning staff to work the event, booking speakers, arranging food and other services, maintaining the guest list, attending the event to troubleshoot, and conducting debriefing sessions after the event to improve future events.

Creates policies, procedures and performance standards for the marketing department within the organization or jurisdiction.

Creates press releases, articles, and other multi-media presentations by working with other departments, reviewing information for accuracy and documenting events.

Establishes relationships with community organizations by preparing correspondence requesting sponsorship or event participation, coordinating volunteer programs and maintaining donations received.

Organizes media buys and the purchase of marketing materials by researching vendors, preparing contracts and verifying services are fulfilled in order to promote events and services.

Participates in speaking engagements by speaking at internal and external events and/or recruiting speakers to present on requested topic of discussion.

Supervises staff by assigning and distributing work, directing staff in their job duties, monitoring progress of work, providing feedback and/or training.

MINIMUM QUALIFICATIONS:

Driver's license.

Bachelor's degree in Public Administration, Business Administration, Public Relations, Marketing, Communications, Journalism or related.

Experience preparing public relations written messages (e.g., press releases, newsletters, speech talking points).

Experience maintaining social media sites (e.g., Facebook, Twitter, Instagram, a blog).

Experience communicating with media outlets for public relations initiatives (e.g., media buys, contract negotiation).

PREFERRED QUALIFICATIONS:

Master's degree in Public Administration, Business Administration, Public Relations, Marketing, Communications, Journalism or related.

Experience developing, budgeting for, and producing marketing campaigns (e.g., creating the message, picking the marketing medium, producing audio/videos spots).

Experience supervising staff engaged in the production of marketing/public relations materials.

Experience developing policies and procedures.

COMPETENCIES:

Adaptability & Flexibility.

Computer & Technology Operations.

Customer Service.

Heavy Equipment & Vehicle Use.

Leadership & Management.

Learning & Memory.

Mathematical & Statistical Skills.

Oral Communication & Comprehension.

Planning & Organizing.

Problem Solving & Decision Making.

Professionalism & Integrity.

Researching & Referencing.

Reviewing, Inspecting & Auditing.

Self-Management & Initiative.

Teamwork & Interpersonal.

Technical & Job-Specific Knowledge.

Technical Skills.

Training & Facilitation.

Written Communication & Comprehension.

CRITICAL KNOWLEDGES:

Knowledge of branding strategies.

Knowledge of department policy and procedures related to communicating with the news media and public information disclosure.

Knowledge of public policy implementation.

Knowledge of public relations practices and standards.

Knowledge of budgetary principles and procedures, and encumbrances/expenditures such as revenues, expenditures, and appropriations involved in establishing and maintaining budgets.

WORK ENVIRONMENT:

Work is conducted almost exclusively indoors in an office setting and/or event space. Work involves use of standard office equipment, such as computer, phone, copier, etc.

PHYSICAL DEMANDS:

Job is primarily sedentary involving sitting for long periods of time, but may involve occasional walking or standing for brief periods. Job may involve occasional light lifting of items or objects weighing up to 50 lbs.

DISCLAIMER: This job description is not meant to be an all-inclusive list of the job duties, responsibilities, or skills and abilities required to do the job and may be changed at the discretion of the Personnel Board at any time.

COMPETENCIES

Adaptability & Flexibility; Planning & Organizing; Oral Communication & Comprehension; Mathematical & Statistical Skills; Written Communication & Comprehension; Training & Facilitation; Learning & Memory; Technical Skills; Technical & Job Specific Knowledge; Teamwork & Interpersonal; Leadership & Management; Heavy Equipment & Vehicle Use; Customer Service; Self-Management & Initiative; Reviewing, Inspecting & Auditing; Researching & Referencing; Computer & Technology Operations; Professionalism & Integrity; Problem Solving & Decision Making

PERFORMANCE APPRAISAL COMPETENCIES

Written Communication & Comprehension; Technical & Job Specific Knowledge; Teamwork & Interpersonal; Problem Solving & Decision Making; Researching & Referencing; Planning & Organizing; Oral Communication & Comprehension; Computer & Technology Operations

COMPENSABLE FACTORS:

Bachelor's Degree in Public Relations, Administration, Marketing or related field and five years of experience in public relations.

Survey Year:

2025

EXHIBIT B

Job Description

Class Title: Parks and Recreation Director

Class Number: 04197

Grade: 31

SUMMARY:

A Parks and Recreation Director in the Merit System is responsible for overseeing, planning, organizing, and administering all recreational programs, projects, and facilities for their jurisdiction. They oversee the upkeep of maintenance activities for all recreational facilities and grounds to ensure activities are safe and available for citizens. Employees in this job class also prepare and administer the budget, procure and manage inventory, and provide supervision and guidance to subordinate staff. They are required to exercise considerable judgment within the realm of established guidelines and procedures. The work of a Parks and Recreation Director is performed both indoors in an office setting as well as regular field visits to outdoor worksites. Their work is evaluated by the success of the Park and Recreation division during periodic meetings with the Park and Recreation Board, Board Chairman, and/or Appointing Authority.

TYPICAL JOB DUTIES:

Prepares, monitors, and administers departmental or organizational budget by reviewing spending trends, expenditure reports, analyzing financial data and ensuring expenditures are within annual budgetary limits.

Oversees the upkeep and maintenance activities of city parks, sports complexes, recreational facilities, schools, city properties, and surrounding grounds by conducting meetings with staff to plan maintenance, conducting visual inspections of locations, overseeing various maintenance projects to completion, and completing appropriate documentation and reporting on maintenance activities in order to keep proper and safe working order in all locations.

Procures and/or manages inventory (i.e., supplies and equipment) to ensure the products and services are available to meet the operational needs of each department.

Performs general administrative duties including reviewing and producing reports, letters, and other types of written correspondence, attending meetings and conferences, addressing complaints and concerns, etc. to maintain appropriate records, stay informed of departmental activities, ensure up to date processes, and continued efficient operation of the department.

Plans, organizes, directs, implements, and evaluates recreational programs, projects, and facilities by establishing plans and goals for the future, conducting needs and budget analysis, coordinating with staff on development and implementation, creating rules, policies, and procedures, and promoting recreational services to enrich the community.

Supervises staff by assigning and distributing work, directing staff in their job duties, monitoring progress of work, providing feedback and/or training.

MINIMUM QUALIFICATIONS:

Driver's license.

Bachelor's degree in Recreation, Sports and Recreation Management, Business Administration, Public Administration, Physical Education, or a highly related degree (a degree that includes coursework in management, program/event planning, legal issues, and leisure/athletics).

Experience supervising employees to include planning subordinates work activities, delegating tasks, providing disciplinary measures, coaching and training employees, and conducting performance appraisals.

Experience administering and directing the day-to-day operations of parks and recreation facilities (e.g., recreational centers, sports complexes, swimming pools, and parks) to include reviewing recreational programs and activities, selecting vendors, negotiating contracts, and marketing recreational programs.

Experience developing, implementing, and administering capital budgets to include monitoring revenue and expenditures and amending budgets.

PREFERRED QUALIFICATIONS:

None.

COMPETENCIES:

Adaptability & Flexibility.

Computer & Technology Operations.

Customer Service.

Heavy Equipment & Vehicle Use.

Leadership & Management.

Mathematical & Statistical Skills.

Oral Communication & Comprehension.

Planning & Organizing.

Problem Solving & Decision Making.

Professionalism & Integrity.

Reviewing, Inspecting & Auditing.

Self-Management & Initiative.

Teamwork & Interpersonal.

Technical & Job-Specific Knowledge.

Technical Skills.

Training & Facilitation.

Written Communication & Comprehension.

CRITICAL KNOWLEDGES:

Knowledge of budgetary principles and procedures, and encumbrances/expenditures such as revenues, expenditures, and appropriations involved in establishing and maintaining budgets.

Knowledge of the necessary methods and techniques of planning recreation programs and activities.

Knowledge of principles involved in the management of staff/personnel.

Knowledge of National Playground Safety regulations and guidelines.

Knowledge of various sports, games, and recreational activities suitable for individuals within various age groups.

WORK ENVIRONMENT:

Work is conducted both indoors in an office setting as well as regular field visits to outdoor worksites.

Incumbents may be required to work nights and/or weekends. Job may include exposure to potentially hazardous working conditions (e.g., moving vehicles, biological and/or chemical hazards, etc.). Job may also require exposure to inclement weather when working outdoors (e.g., extreme heat, cold, rain, snow, wind, etc.).

PHYSICAL DEMANDS:

Job is primarily sedentary involving sitting for long periods of time. At times, job may require light to moderate physical exertion, including lifting, carrying, bending, stooping, kneeling, crouching, or twisting. Job may also involve occasional lifting of items or objects weighing up to 50 lbs.

DISCLAIMER:

This job description is not meant to be an all-inclusive list of the job duties, responsibilities, or skills and abilities required to do the job and may be changed at the discretion of the Personnel Board at any time.

COMPETENCIES

Adaptability & Flexibility; Planning & Organizing; Oral Communication & Comprehension; Mathematical & Statistical Skills; Written Communication & Comprehension; Training & Facilitation; Technical Skills; Technical & Job Specific Knowledge; Teamwork & Interpersonal; Leadership & Management; Heavy Equipment & Vehicle Use; Customer Service; Self-Management & Initiative; Reviewing, Inspecting & Auditing; Computer & Technology Operations; Professionalism & Integrity; Problem Solving & Decision Making

PERFORMANCE APPRAISAL COMPETENCIES

Customer Service; Written Communication & Comprehension; Technical & Job Specific Knowledge; Planning & Organizing; Oral Communication & Comprehension; Leadership & Management; Adaptability & Flexibility; Self-Management & Initiative

COMPENSABLE FACTORS:

Bachelor's Degree in Recreation or Physical Education and five years of experience in the administration of diversified parks and recreation facilities, landscaping and construction including two years of supervisory experience.

Survey Year:

2028