



City of Omaha
Jean Stothert, Mayor

Human Resources Department

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Deborah K. Sander
Director

AUG 6 '24 PM 3:24

Honorable President

and Members of the City Council,

The attached Ordinance provides for the creation of a new classification, Marketing and Communications Specialist. The class specification is attached.

This position was requested by the Omaha Public Library. This is a professional role which will focus on writing, editing, and content creation for all the marketing platforms utilized by the Department. In anticipation of the 2026 opening of the Omaha Central Public Library and Do Space, this role will assist in marketing and communicating the varied, and some new, services, offered by the Library.

There are a number of marketing-related jobs in the Omaha Convention and Visitor's Bureau but those roles focus on promoting the City of Omaha as a whole as a destination for tourism, rather than marketing the services of a specific City department. The Marketing and Communications Specialist class specification changes this emphasis and could be utilized by other departments.

The new class specification has been provided to you and will be added to the 2024 pay plan for the Civilian Management Professional and Technical Employees Council (CMPTEC) bargaining group with a 2024 pay range of \$57,491 - \$71,635.

The classification was submitted and approved by the Personnel Board at its July 25, 2024, meeting.

Respectfully submitted,

Referred to City Council for Consideration:



Deborah K. Sander
Human Resources Director

8/2/2024
Date


Mayor's Office/Title

8/5/24
Date

Approved as to Funding:


Stephen B. Curtiss
Finance Director

8-5-24
Date

AA

2024\20782sel

FOR

ORDINANCE NO. 43947

AN ORDINANCE to amend Section 23 - 177 of the Omaha Municipal Code concerning employment classifications by adding the employment classification entitled Marketing and Communications Specialist with a salary range of \$57,491 to \$71,635; to repeal Section 23 - 177 as heretofore existing; and to provide the effective date hereof.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF OMAHA:

Section 1. Due to the length of the affected Ordinance, Omaha City Council Rule VII(B) requiring amending ordinances to recite the entire section is hereby waived solely for the purposes of this Ordinance and only the lined out material to be deleted and the underlined material to be added shall be recited herein.

Section 2. That Part A Classifications – Civilian Management, subpart Convention & Visitor's Bureau (04) of Section 23 - 177 of the Omaha Municipal Code is hereby amended by adding the classification entitled Marketing and Communications Specialist, Code Number 0527 with a salary range of \$57,491 to \$71,635, as follows and as shown on the attached Exhibit A:

<u>Code No.</u>	<u>Class Title</u>	<u>Pay Range</u>
<u>0527</u>	<u>Marketing and Communications Specialist</u>	<u>\$57,491 to \$71,635</u>

Section 3. Section 23 - 177 of the Omaha Municipal Code, as heretofore existing is hereby repealed.

Section 4. This Ordinance, being legislative in character, and in accordance with Section 2.12 of the Home Rule Charter of the City of Omaha, shall be in full force and take effect fifteen (15) days following the date of its passage.

INTRODUCED BY COUNCILMEMBER



APPROVED BY:

 9/12/24
MAYOR OF THE CITY OF OMAHA DATE

PASSED SEP 10 2024 7-0

ATTEST:

 9/12/24
CITY CLERK OF THE CITY OF OMAHA DATE

APPROVED AS TO FORM:

 8/1/24
DEPUTY CITY ATTORNEY DATE



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: MARKETING AND COMMUNICATIONS SPECIALIST

BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0527

PAY RANGE CODE: 0527

REVISION DATE: 6/27/2024

NATURE OF WORK:

This is professional-level work creating, implementing, and measuring the effectiveness of marketing efforts in the promotion of city services. This position serves as a content creator responsible for developing communications for use across multiple platforms to engage end users. This position maintains website content and develops and implements email marketing strategies. Under the direction of management, an incumbent will ensure content remains consistent with their department's brand and marketing strategy. An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Develops, writes, and edits marketing content for use on multiple platforms, including online, email, print, and multimedia, ensuring all content is on-brand consistent in terms of style, quality, and tone of voice, and is optimized for search results relevant to the target audience.

Assists in writing press releases, blog entries, news stories, and other content.

Develops and implements email marketing strategies for various audiences.

Manages the content and functionality of the website including prioritizing accessibility and search engine optimization (SEO).

Serves as the Content Management System (CMS) expert and the web partner liaison for website functionality, ensuring accuracy, high quality content, visual appeal, and accessibility.

Tracks and reports measures of success, including analytic reports on content distribution, content engagement, website use, and monthly earned media equivalency reports.

Under the direction of management, conducts content audits of marketing collateral ensuring accuracy, currency, quality of content, value in brand enhancement, and effectiveness as marketing support tools.

Assists in maintaining video and photo galleries and files of all published stories.

Creates and edits multimedia content and serves as graphic design support.

Assists with creating annual report for public consumption by compiling information, formatting, and editing.

Works with third party vendors, providing marketing and communication services.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of Associated Press (AP) Style.

Knowledge of and ability to effectively navigate email marketing tools and website content management systems.

Knowledge of Search Engine Optimization (SEO) and content marketing best practices.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of, and ability to operate, computers and other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Skill in public speaking and giving professional presentations.

Skill in writing including grammar usage, spelling, punctuation, vocabulary, and copy editing.

Skill in using Adobe Creative Suite or similar design software

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to establish and maintain effective working relationships with fellow employees and members of the general public.

Ability to communicate effectively, orally, and in writing.

Ability to maintain confidentiality.

Ability to identify, analyze, and resolve problems.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in marketing, communications, public relations, English, journalism, or a related field.

AND

One (1) year of experience in marketing, communications, public relations, or a related field.

SPECIAL QUALIFICATIONS

Must possess a valid motor vehicle operator's license if assigned to operate the mobile library vehicle.

Must be available to work flexible hours, weekends, and holidays.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job.)*

Work is performed primarily in an office environment and in the sports complex when overseeing events. At times the work may be performed outdoors in all weather conditions. Hours of work vary depending on scheduled events. The position may require working nights, weekends and holidays.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Copier
Digital Camera

Telephone
Calculator
Printer

Previous Revision Date(s):

0527 Marketing and Communications Specialist

57,482.90 71,635.20

	A	B	C	D	E	F	G	H	I	J	K	range	step
2024	57,491.20	58,905.60	60,320.00	61,734.40	63,148.80	64,563.20	65,977.60	67,392.00	68,806.40	70,220.80	71,635.20	14,144.00	1,414.40
	27.64	28.32	29.00	29.68	30.36	31.04	31.72	32.40	33.08	33.76	34.44	6.80	0.68
2025	58,635.20	60,091.20	61,526.40	62,961.60	64,417.60	65,852.80	67,288.00	68,744.00	70,179.20	71,635.20	73,070.40	14,435.20	1,443.52
	28.19	28.87	29.55	30.23	30.91	31.59	32.27	32.95	33.63	34.31	35.13		