



Sacramento Public Library Authority

December 1, 2010

Agenda Item 9.0: Position Description and Position Control Update

TO: Sacramento Public Library Authority Board Members

FROM: Rivkah K. Sass, Library Director

RE: Position Description and Position Control Update

RECOMMENDED ACTION(S):

1. **Approve** the Position Description for Strategic Communications Officer as presented in Exhibit A.
2. **Approve** the Library Authority's revised FY 2010-11 Position Control Listing effective January 1, 2011 as presented in Exhibit B.

REASON FOR RECOMMENDATION

Strategic Communications Officer

In July, 2010, the Director of Communications position was eliminated in order to create salary savings by combining the duties for overseeing Community Outreach and Communications into a single management position. With the departure of Community Services Manager Gary Shaffer at the end of December to take a position as CEO for Tulsa Public Library, staff has determined the need for a communications officer to oversee the Library's internal and external communications with staff, customers, community partners, Authority Board members and other key stakeholders. Therefore, staff is recommending approval of a position description for Strategic Communications Officer as described in Exhibit A. The library will recruit and fill the management position responsible for oversight of Community Services.

Position Control Revision

Staff recommends the approval of the revised Position Control listing as shown in Exhibit B for FY 2010-11, with the following changes:

- Four (4) FTE Library Supervisor III positions reclassified to four (4) FTE Library Supervisor II positions. This will provide a cost savings of approximately \$120,000 annually.
- One (1) FTE Librarian position reclassified to one (1) FTE Library Supervisor I position. This will provide an opportunity for professional growth in a supervisory career path. This change has no financial impact.
- One (1) FTE Librarian position reclassified as (2) .5 FTEs Library Associate. This will provide a cost savings of \$19,500 and allow for more flexible scheduling in public services.
- One (1) FTE Executive Assistant reclassified as (1) Strategic Communications Officer. The increased cost for this change is realized through cost savings as a result of vacancies.



December 1, 2010

Sacramento Public Library Authority

Agenda Item 9.0: Position Description and Position Control Update

All affected positions are currently occupied but will be vacated by December 31, 2010 due to the Voluntary Separation Program and a staff resignation. Staff anticipates filling these positions in January 2011.

ATTACHMENT(S)

Exhibit A: Updated FY 2010-11 Position Control Listing – Effective January 1, 2011

**Sacramento Public Library
JOB DESCRIPTION**

Strategic Communications Officer
Broadband
FLSA Status: Exempt
Designation: Unrepresented Management

Department: Administration/Director
Date: 12/2010

Job Summary: Oversees the Library's internal and external communications with Authority Board members, staff, customers, community partners, and other key stakeholders. Performs the communication and dissemination of information regarding the Library's priorities, policies and actions. As the Library Director's designee, may serve as the Library's spokesperson; oversees media relations and public relations campaigns, efforts, and strategies for the Library.

Essential Functions:

(Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)

ESSENTIAL FUNCTIONS

1. Works with the Library Director, Authority Board, staff, and key stakeholders to plan, develop and direct a strategic and comprehensive communications strategy and vision to help the Library achieve its goals and objectives as a vital community service agency.
2. Manages all activities related to SPL Authority Board meetings and communications:
 - Oversees preparation for Authority Board meetings; serves as Clerk of the Board; compiles Board Meeting minutes; prepares, compiles and distributes agenda, reports, and resolutions;
 - Coordinates follow up on Board actions;
 - Oversees the maintenance of all in-house files and archive files for Board documents;
3. Coordinates communication and information flow between Authority Counsel, Authority Board, management, and staff; acts as primary point of contact for legal issues and law enforcement contacts.
4. Oversees the development of consistent communication, including service messages and speeches, for administration, Authority Board, and staff with regard to the Library's program of service, growth, development, campaigns, initiatives, community relations and official matters.
5. May represent the Library and administration at legislative, community and public meetings.
6. Manages press and media relations for the dissemination of Library issues and concerns, and community relations.
7. Develops strategies to further understanding and support of the Library's mission, goals and priorities.

8. Responds to public comments and requests for information; responds to and fulfills requests made pursuant to the California Public Records Act.
9. Develops and manages budget for the unit.
10. Prepares articles, presentations, position statements, fact sheets, and responses to community and employee concerns and queries.
11. Manages the work of consultants, contractual agreements and partnerships with other county and community agencies.
12. Coordinates the development of informational materials, statistics, and databases on community interests, library support, activities, organizations and events.
13. Serves as an advisor to senior management on public relations matters and reports activities and actions as directed.

ADDITIONAL JOB FUNCTIONS

Performs other related work in support and advancement of Library operations as needed or required.

SUPERVISORY CONTROLS AND AUTHORITY LINE

Employees in this classification work under the direction of the Library Director and within a framework of established library policies, rules, regulations, and standardized procedures. The employee has a working knowledge and understanding of the services and duties of the department and the overall role and relationship of the department to total library services and operations.

MANAGERIAL COMPETENCIES

Managers at Sacramento Public Library are expected to possess the following competencies:

STRATEGIC ORIENTATION

Ability to link long-range vision and concepts to daily work using strategic analysis and planning in order to accomplish long term goals and meet the vision of the organization.

BUILDING PARTNERSHIPS

Ability to identify opportunities and build strategic relationships to facilitate the accomplishment of key objectives.

TECHNOLOGY MANAGEMENT

Ability to identify key advances in technology. Ability to adapt services in light of technological advances.

PROJECT MANAGEMENT

Ability to plan, monitor and control all aspects of a project including the motivation of all involved, achieving project objectives on time, to the specified cost, quality and performance.

MANAGING CONFLICT

Ability to deal with difficult and complex situations to resolve conflicts or tensions and achieve successful resolution while adhering to state/federal laws or regulations.

Required Knowledge, Skills, and Abilities:

The employee is expected to perform or possess the following:

1. Thorough knowledge of applicable laws, rules and procedures regarding the public dissemination of office information and public records.
2. Knowledge of media practices, public relations and procedures.
3. Skill in effectively and persuasively expressing complex ideas orally and in writing.
4. Ability to use common productivity software including word processing, spreadsheet and file maintenance programs as well as online search and database tools.
5. Working knowledge of administrative practices and procedures.
6. Skill in the production of published and printed materials.
7. Ability to assist others in the oral presentation of information and in the preparation of presentations and related materials.
8. Ability to exercise considerable attention to detail in accurately recording a variety of data.
9. Ability to coordinate training programs for the Library Authority.
10. Ability to maintain detailed records.
11. Ability to effectively use tact, judgment and courtesy with Authority Board, staff, key stakeholders and the general public.
12. Ability to develop and maintain diverse community, agency and business contacts.
13. Ability to establish and maintain effective working relationships.

Education and Experience:

1. Bachelor's degree, in communications, public relations, journalism, English or a related field;
2. Related work experiences of three years in government, media, community relations, etc., preferred;
3. Two year's experience in coordinating and managing board relations;
4. Knowledge base of journalistic practices, principles, communications, and written and oral communications.
5. A combination of education, relevant experience and demonstrated ability to perform the functions of the position may be substituted.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of office machines and equipment including computers/keyboards, printers, telephones, facsimile machines, copiers, calculators, typewriters, etc. Must be able to exert up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. Requires the ability to balance (maintain body equilibrium) and climb, stoop, kneel, crouch, crawl, reach and/or stretch arms, legs or other parts of body to grasp and move objects. May be required to work some evenings, weekends and holidays.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes receiving instructions, assignments and/or directions from superiors.

Language Ability: Requires the ability to read correspondence, forms, reports, etc. Requires the ability to prepare correspondence, reports, forms, etc., using proper format. Requires the ability to speak to people with poise, voice control and confidence.

Intelligence: Requires the ability to apply common sense understanding to carry out instructions in written, oral or diagrammatic form; and deal with problems involving several abstract and concrete variables in or from standardized situations.

Verbal Aptitude: Requires the ability to record and deliver information, explain procedures and follow oral and written instructions. Must be able to communicate effectively and efficiently.

Numerical Aptitude: Requires the ability to utilize mathematical formulas, add, subtract, multiply, divide, determine decimals and percentages.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment.

Color Discrimination: Does require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and hear (talking expressing or exchanging ideas by means of spoken words; hearing perceiving nature of sounds by ear). Must be able to communicate via telephone.

A valid California Class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment. Employees in this class may be required to use their own vehicle.

The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

**SACRAMENTO PUBLIC LIBRARY AUTHORITY
POSITION CONTROL REPORT
January 1, 2011 REVISED**

PROPOSED FY 2010-11 POSITION CONTROL - REVISED January 1, 2011

	FY 2010-11 Approved October 28, 2010	FY 2010-11 Proposed January 1, 2011	Change in FTEs*
Accounting Specialist	2	2	
Administrative Assistant	3	3	
Administrative Technician	2	2	
Accountant/Budget Analyst	1	1	
Building Maintenance Worker	2	2	
Capital Projects Manager	1	1	
Circulation Supervisor	17	17	
Collection Management Supervisor	1	1	
Collection Management Services Manager	1	1	
Community Services Manager	1	1	
Custodial and Logistics Supervisor	1	1	
Custodian	11.5	11.5	
Deputy Library Director	2	2	
Director of Facilities	1	1	
Director of Finance	1	1	
Events Coordinator	1	1	
Executive Assistant	1	0	-1
Facility Services Supervisor	1	1	
Field Custodial Supervisor	1	1	
General Services Worker	5.5	5.5	
Human Resources Generalist	1	1	
Human Resources Manager	1	1	
Human Resources Technician	1	1	
Information Technology Manager	1	1	
Information Technology Supervisor	2	2	
Information Technology Technician	2	2	
Librarian	51	49	-2
Library Associate**	3	4	1
Library Director	1	1	
Library Program Specialist	1	1	
Library Services Assistant	104	104	
Library Services Specialist	2	2	
Library Supervisor I	8	9	1
Library Supervisor II	6	10	4
Library Supervisor III**	21	17	-4
Library Technician	5	5	
Literacy and Homework Center Supervisor	1	1	
Management Analyst	1	1	
Materials Processor	2	2	
Procurement-Contract Coordinator	1	1	
Public Information Coordinator	1	1	
Public Services Manager**	4	4	
Risk Management Supervisor	1	1	
Security Coordinator	1	1	
Senior Accounts Payable Technician	1	1	
Senior Accountant	1	1	
Senior HR Generalist	1	1	
Senior Information Technology Analyst	2	2	
Senior Information Technology Technician	2	2	
Senior Payroll Technician	1	1	
Special Projects and Remodeling Coordinator	1	1	
Strategic Communications Officer	0	1	1
Technology Assistant	3	3	
Trainer	1	1	
Visual Communications Supervisor	1	1	
Web Developer	1	1	
Youth Services Manager	1	1	
	295.0	295.0	0.0

* FTEs are full time equivalent positions, equating part time positions into a fraction of a full time position.

Note: ** This position control document includes three positions that are listed, but unfunded as of the date of this action, for purposes of budget savings: one 1.0 FTE Library Supervisor III, one .5 FTE Library Associate and one 1.0 Public Services Manager.

THIS PAGE INTENTIONALLY LEFT BLANK