

RESOLUTION NO. 19-104

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, AMENDING THE CLASSIFICATION PLAN, RESOLUTION NO. 77-111, BY ADOPTING A NEW JOB CLASSIFICATION SPECIFICATIONS FOR REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR I, REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR II, AND REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR PART-TIME

WHEREAS, the Meyers-Milias-Brown Act (the MMBA) (Government Code § 3500 et seq.) imposes on public employers and recognized employee organizations a "mutual obligation" to meet and confer regarding wages, hours, and other terms and conditions of employment, and thereby freely exchange information, opinions, and proposals to reach an agreement on matters within the scope of representation; and

WHEREAS, the Director of Human Resources and Risk Management is authorized and directed under provisions of Sections 2797.1 and 2797.3 of the Carson Municipal Code to prepare and recommend position classification and compensation plans, after consultation with the affected Directors, which becomes effective upon approval by the City Council; and

WHEREAS, Rule III of the City of Carson Personnel Rules provides that modification to the classification plan, embodied in Resolution No. 77-111, shall be made only after the Director of Human Resources and Risk Management consults with the affected Directors and affected recognized employee organizations; and

WHEREAS, the City of Carson desires the new classification specifications of **REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR I, REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR II, AND REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR PART-TIME** to provide a current and accurate description of the various duties performed by said position; and

WHEREAS, the Director of Human Resources and Risk Management has consulted with the affected parties, and has met and conferred with the representatives of the affected recognized employee organizations pursuant to its obligations under the MMBA, concerning the new classification specifications for the **REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR I, REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR II, AND REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR PART-TIME**.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, HEREBY FINDS, DETERMINES AND RESOLVES AS FOLLOWS:

Section 1. The above recitals are true and correct.

Section 2. The revised classification specifications for **REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR I, REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR II, AND REGISTRATION, RESERVATIONS AND MARKETING COORDINATOR PART-TIME**, attached hereto as Exhibit A, Exhibit B and Exhibit C assigned to the American Federation of State, County and Municipal Employees (AFSCME), Local 809, is hereby adopted. *THE ADOPTION OF THE JOB SPECIFICATIONS OF THESE CLASSIFICATIONS IS SUBJECT TO THE COMPLETION OF THE MEET CONFER PROCESS OR IMPASSE.*

Section 3. The City Clerk shall certify to the adoption of this resolution and deem it effective as of May 14, 2019, the same shall be in force and effect.

PASSED, APPROVED and ADOPTED this 14th day of May, 2019.

MAYOR ALBERT ROBLES

ATTEST:

CITY CLERK DONESIA GAUSE

APPROVED AS TO FORM:

CITY ATTORNEY

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF CARSON)

I, Donesia Gause, City Clerk of the City of Carson, California, do hereby certify that the whole number of members is five; that the foregoing resolution, being Resolution No. 19-104 was duly and regularly adopted by said City at a regular meeting duly and regularly held on the 14th day of May 2019, and that the same was passed and adopted by the following vote:

AYES: COUNCIL MEMBERS:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

By: _____
City Clerk

COORDINATOR I- REGISTRATION, RESERVATION AND MARKETING (RANGE 341)

Job Summary:

Under supervision, oversees registration, reservations, marketing and social media related to Community Services programs, classes, events and facility bookings.

Essential Duties and Responsibilities:

(These functions are representative and may not be present in all positions in the class. Management reserves the right to add, modify, change or rescind duties and work assignments.)

1. Overall administration and support of registration, reservation and marketing and social media efforts of the department.
2. Leads overall training effort of staff in registration and reservation/marketing activities.
3. Oversees and inputs of data to the online registration system; monitors status of all registration and reservation activities that include availability, wait list and withdrawal.
4. Overall administration and coordination to monitor and analyze social media content including but not limited to Twitter, Facebook, Instagram and email for department.
5. Administers registration, marketing, public relations and related functions and activities through creation, design, and production of published and electronic materials and use of social media to support continued development of the department's brand.
6. Assists and recommends the design and selection of artwork and layout for a wide variety of items, including but not limited to flyers, newsletters, brochures, pamphlets, branding campaigns, t-shirts, posters, signs, billboards, banners, web pages, digital design and other marketing materials.
7. Responds to requests from instructors for assistance with changes in class schedules, movement of students, generation of class rosters, and preparation of other related materials.
8. Coordinates with IT department, monitors and updates the department's webpage for acceptable performance and user accessibility; optimizes web architecture for navigability; manages online data collection, data entry, and site analytics.
9. Plans, organizes, assigns, directs and reviews the work of assigned staff and volunteers; performs and assists in the recruitment, selection and evaluation of staff; ensures the most effective use of staff and materials resources.
10. Coordinates and oversees the creation of new content and campaigns to highlight departmental events; updates content including news and alerts, special events, and promotions.
11. Coordinates, creates and monitors editorial calendars and syndication schedules; creates department's weekly email blasts.
12. Coordinates, creates and prepares camera-ready artwork, from an approved design, using Adobe Creative Suites software (i.e. Photoshop, Illustrator, InDesign, etc.).
13. Coordinates and creates the generating graphic artwork for Quarterly Community Services Guide and Monthly Community Services Highlights Report by designing multiple formats for each document; works with park supervisors and program managers to create and proof layout of announcements and programs.

14. Coordinate photography and videography of various departmental programs, activities and events. **Designs photograph and slide presentations.**
15. Organizes and maintains video, photography and slide library and records of departmental programs, activities and events.
16. Performs related duties as required.

Qualification Guidelines:

A typical way to obtain the requisite qualifications to perform the duties of this class is as follows:

Education and/or Experience:

Bachelor's degree from an accredited four-year college or university in computer science or related field and two (2) years increasingly responsible experience in public relations, **computerized graphic illustration**, or multi-media production/broadcasting, including knowledge of web site development applications and protocols. Direct hands on administrative experience in registration and reservation for activities including computerized registration and reservation software required.

Knowledge of:

- Direct hands on knowledge and skills in computer applications related to the work including computerized/online registration, reservation and marketing.
- **Layouts, graphic fundamentals, typography and limitation of the web.**
- Art direction and reproduction.
- Registration/Reservation software packages and programs relevant to the scope of work, including but not limited to, ActiveNet, Adobe Acrobat, **QuarkXPress (obsolete)**, **Adobe Illustrator/Photoshop and Freehand Software (obsolete)** and printing equipment.
- Current industry trends for graphic design, marketing, social media, and public relations.

Skill and/or Ability to:

- Direct hands on administration and coordination of registration/reservation software
- Analyze graphic needs and formulate effective visual presentations of data and information.
- **Plan, design and layout artwork.**
- Devise creative solutions to problems of graphic presentation.
- **Manipulate images, graphics, text and video to create finished print, TV and web-ready product.**
- Ability to exercise judgment, decisiveness and creativity in situations involving a variety of pre-defined duties subject to frequent change.
- Understand and carry out oral and written directions.
- Establish and maintain effective working relationships with others.
- **Perform photo composition, retouch and modification.**

License:

Possession of a valid California Class C driver license. Employee in this classification will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice Program, which confirms possession of a valid driver's license and reflects driving record.

Physical Requirements and Working Conditions:

Employee accommodations for physical and mental disabilities will be considered on a case-by-case basis. Positions in this class normally:

- Require vision (which may be corrected) to read small print.
- Require mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Perform work which is primarily sedentary.
- Require working at a computer terminal for prolonged periods. Is subject to inside and outside environmental conditions.
- Will be required to work evenings, weekends and holidays.

COORDINATOR II– REGISTRATION, RESERVATION AND MARKETING (RANGE 343)

Job Summary:

Under supervision, oversees registration, reservations, marketing and social media related to Community Services programs, classes, events and facility bookings.

Essential Duties and Responsibilities:

(These functions are representative and may not be present in all positions in the class. Management reserves the right to add, modify, change or rescind duties and work assignments.)

1. Overall administration and support of registration, reservation and marketing and social media efforts of the department.
2. Leads overall training effort of staff in registration and reservation/marketing activities.
3. Oversees and inputs of data to the online registration system; monitors status of all registration and reservation activities that include availability, wait list and withdrawal.
4. Overall administration and coordination to monitor and analyze social media content including but not limited to Twitter, Facebook, Instagram and email for department.
5. Administers registration, marketing, public relations and related functions and activities through creation, design, and production of published and electronic materials and use of social media to support continued development of the department's brand.
6. Assists and recommends the design and selection of artwork and layout for a wide variety of items, including but not limited to flyers, newsletters, brochures, pamphlets, branding campaigns, t-shirts, posters, signs, billboards, banners, web pages, digital design and other marketing materials.
7. Responds to requests from instructors for assistance with changes in class schedules, movement of students, generation of class rosters, and preparation of other related materials.
8. Coordinates with IT department, monitors and updates the department's webpage for acceptable performance and user accessibility; optimizes web architecture for navigability; manages online data collection, data entry, and site analytics.
9. Plans, organizes, assigns, directs and reviews the work of assigned staff and volunteers; performs and assists in the recruitment, selection and evaluation of staff; ensures the most effective use of staff and materials resources.
10. Coordinates and oversees the creation of new content and campaigns to highlight departmental events; updates content including news and alerts, special events, and promotions.
11. Coordinates, creates and monitors editorial calendars and syndication schedules; creates department's weekly email blasts.
12. Coordinates, creates and prepares camera-ready artwork, from an approved design, using Adobe Creative Suites software (i.e. Photoshop, Illustrator, InDesign, etc.).
13. Coordinates and creates the generating graphic artwork for Quarterly Community Services Guide and Monthly Community Services Highlights Report by designing multiple formats for each document; works with park supervisors and program managers to create and proof layout of announcements and programs.
14. Coordinate photography and videography of various departmental programs, activities and events. Designs photograph and slide presentations.

15. Organizes and maintains video, photography and slide library and records of departmental programs, activities and events.
16. Performs related duties as required.

Qualification Guidelines:

A typical way to obtain the requisite qualifications to perform the duties of this class is as follows:

Education and/or Experience:

Bachelor's degree from an accredited four-year college or university in computer science or related field and four (4) years increasingly responsible experience in public relations, computerized graphic illustration, or multi-media production/broadcasting, including knowledge of web site development applications and protocols. Direct hands on administrative experience in registration and reservation for activities including computerized registration and reservation software required.

Knowledge of:

- Direct hands on knowledge and skills in computer applications related to the work including computerized/online registration, reservation and marketing.
- Layouts, graphic fundamentals, typography and limitation of the web.
- Art direction and reproduction.
- Registration/Reservation software packages and programs relevant to the scope of work, including but not limited to, ActiveNet, Adobe Acrobat, QuarkXPress (*obsolete*), Adobe Illustrator/Photoshop and Freehand Software and printing equipment.
- Current industry trends for graphic design, marketing, social media, and public relations.

Skill and/or Ability to:

- Direct hands on administration and coordination of registration/reservation software
- Analyze graphic needs and formulate effective visual presentations of data and information.
- Plan, design and layout artwork.
- Devise creative solutions to problems of graphic presentation.
- Manipulate images, graphics, text and video to create finished print, TV and web-ready product.
- Ability to exercise judgment, decisiveness and creativity in situations involving a variety of pre-defined duties subject to frequent change.
- Understand and carry out oral and written directions.
- Establish and maintain effective working relationships with others.
- Perform photo composition, retouch and modification.

License:

Possession of a valid California Class C driver license. Employee in this classification will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice Program, which confirms possession of a valid driver's license and reflects driving record.

Physical Requirements and Working Conditions:

Employee accommodations for physical and mental disabilities will be considered on a case-by-case basis. Positions in this class normally:

- Require vision (which may be corrected) to read small print.

- Require mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Perform work which is primarily sedentary.
- Require working at a computer terminal for prolonged periods. Is subject to inside and outside environmental conditions.
- Will be required to work evenings, weekends and holidays.

REGISTRATION/RESERVATIONS/MARKETING ASSISTANT (PART-TIME) (Range 837)

Job Summary:

Under supervision, assists with overseeing registration, reservations, marketing and social media related to Community Services programs, classes, events and facility bookings.

Essential Duties and Responsibilities:

(These functions are representative and may not be present in all positions in the class. Management reserves the right to add, modify, change or rescind duties and work assignments.)

1. Assists with registration, reservation and marketing and social media efforts of the department which includes training staff.
2. Oversees and inputs of data to the online registration system; monitors status of all registration and reservation activities that include availability, wait list and withdrawal.
3. Assists with administration of registration, marketing, public relations and related functions and activities through creation, design, and production of published and electronic materials and use of social media to support continued development of the department's brand.
4. Responds to requests from instructors for assistance with changes in class schedules, movement of students, generation of class rosters, and preparation of other related materials.
5. Assists and recommends the design and selection of artwork and layout for a wide variety of items, including but not limited to flyers, newsletters, brochures, pamphlets, branding campaigns, t-shirts, posters, signs, billboards, banners, web pages, digital design and other marketing materials. Works with park supervisors and program managers to create and proof layout of announcements and programs.
6. Coordinates, creates new content and campaigns to highlight departmental events which includes Quarterly Community Services Guide and Monthly department highlights; and monitors editorial calendars and syndication schedules; creates department's weekly email blasts; prepares camera-ready artwork, from an approved design, using Adobe Creative Suites software (i.e. Photoshop, Illustrator, InDesign, etc.).
7. Organizes and maintains video, photography and slide library and records of departmental programs, activities and events.
8. Performs related duties as required.

Qualification Guidelines:

A typical way to obtain the requisite qualifications to perform the duties of this class is as follows:

Education and/or Experience:

Associates degree from an accredited college or university in computer science or related field and two (2) years increasingly responsible experience in public relations, computerized graphic illustration, or multi-media production/broadcasting, including knowledge of web site development applications and protocols. Direct hands on administrative experience in registration and reservation for activities including computerized registration and reservation software required.

Note: Bachelor's degree preferred

Knowledge of:

- Direct hands on knowledge and skills in computer applications related to the work including computerized/online registration, reservation and marketing.
- Layouts, graphic fundamentals, typography and limitation of the web.
- Art direction and reproduction.
- Registration/Reservation software packages and programs relevant to the scope of work, including but not limited to, ActiveNet, Adobe Acrobat, Adobe Illustrator/Photoshop, (i.e., current industry software) and printing equipment. Current industry trends for graphic design, marketing, social media, and public relations.

Skill and/or Ability to:

- Direct hands on administration and coordination of registration/reservation software
- Analyze graphic needs and formulate effective visual presentations of data and information.
- Plan, design and layout artwork.
- Devise creative solutions to problems of graphic presentation.
- Manipulate images, graphics, text and video to create finished print, TV and web-ready product.
- Ability to exercise judgment, decisiveness and creativity in situations involving a variety of pre-defined duties subject to frequent change.
- Understand and carry out oral and written directions.
- Establish and maintain effective working relationships with others.
- Perform photo composition, retouch and modification.

License:

Possession of a valid California Class C driver license. Employee in this classification will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice Program, which confirms possession of a valid driver's license and reflects driving record.

Physical Requirements and Working Conditions:

Employee accommodations for physical and mental disabilities will be considered on a case-by-case basis. Positions in this class normally:

- Require vision (which may be corrected) to read small print.
- Require mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Perform work which is primarily sedentary.
- Require working at a computer terminal for prolonged periods. Is subject to inside and outside environmental conditions.
- Will be required to work evenings, weekends and holidays.