#### City of Marlborough Public Meeting Posting

CITY CLERK'S OFFICE CITY OF MARLBOROUGH

Meeting Name:

City Council Finance Committee

2024 FEB 27 PM 4: 25

Date:

March 4, 2024

Time:

7:00 PM

Location:

City Council Chamber, 2nd Floor, City Hall, 140 Main Street

This meeting will be held in the City Council Chamber. <u>Public attendance is permitted.</u> The meeting will be televised on WMCT-TV (Comcast Channel 8 or Verizon/Fios Channel 34) or you can view the meeting using the link under the Meeting Videos tab on the city's website, home page (<u>www.marlborough-ma.gov</u>).

#### Continued Review:

Order No. 24-1009082 – Communication from the Mayor re: Proposed Ordinance Amendments to the City Code, Chapter 125 "Personnel" §5 "Preparation of Classification Descriptions" and to Chapter 125 "Personnel" §6 "Salary Schedule" to create a new position of Communications & Special Projects Director in addition to a Transfer Request in the amount of \$25,900.00 to fund the position for the remainder of FY 24.

Order No. 24-1009097 – Communication from the Mayor re: Proposed change to the hours of the Senior Assessor from 35 hours to 40 hours per week and a Transfer Request in the amount of \$3,653.00 from Reserve for Salaries to Senior Assessor to cover of the salary increase for the remainder of FY 24.

THE LISTING OF TOPICS THAT THE CHAIR REASONABLY ANTICIPATES WILL BE DISCUSSED AT THE MEETING IS NOT INTENDED AS A GUARANTEE OF THE TOPICS THAT WILL HAVE BEEN DISCUSSED. NOT ALL TOPICS LISTED MAY IN FACT BE DISCUSSED, AND OTHER TOPICS NOT LISTED MAY ALSO BE BROUGHT UP FOR DISCUSSION TO THE EXTENT PERMITTED BY LAW.

The public should take due notice that the Marlborough City Council may have a quorum in attendance due to Standing Committees of the City Council consisting of both voting and non-voting members. However, members attending this duly posted meeting are participating and deliberating only in conjunction with the business of the Standing Committee.

Electronic devices, including laptops, cell phones, pagers, and PDAs must be turned off or put in silent mode upon entering the City Council Chamber, and any person violating this rule shall be asked to leave the chamber. Express authorization to utilize such devices may be granted by the President for recordkeeping purposes.

# Transfer de la constant de la consta

### IN CITY COUNCIL

Marlborough, Mass., FEBRUARY 12, 2024

ORDERED:

That the Proposed Amendments to the City Code, Chapter 125 "Personnel" §5 "Preparation of Classification Descriptions" and to Chapter 125 "Personnel" §6 "Salary Schedule" to create a new position of Communications & Special Projects Director in addition to a Transfer Request in the amount of \$25,900.00 to fund the position for the remainder of FY 24, be and is herewith referred to the **FINANCE COMMITTEE**.

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Balance	Amount	Org Code	Object	Account Description:	Amount	Org Code	Object	Account Description:	Balance
\$61,500.00	\$25,900.00	15120001	50607	Substance Abuse Coordinator	\$25,900.00	<b>7</b> 11210002	50592	Comms Director	\$0.00
	Reason:	Vacant pos	ition	of a cost with a second		New position	on		
	\$25,900.00	Total			\$25,900.00	Total			

**ADOPTED** 

ORDER NO. 24-1009082



## City of Marlboroughers Office of the Mayor 2024, FEB -8 'S OFFICE J. Christian Dumais, Mayor

2074 FEB -8 AMII: 46

140 Main Street Marlborough, MA 01752 (508) 460-3770 Mayor@marlborough-ma..gov

February 8, 2024

Council President Ossing Marlborough City Council 140 Main Street Marlborough, MA 01752

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#### RE: New Proposed Position – Communications & Special Projects Director / Transfer Request

Dear Council President Ossing and Councilors,

I am submitting for your approval a request to create a new position within the Mayor's Office: Communications & Special Projects Director. This non-union, benefited, 40 hours per week position would report to myself and may take day-to-day direction from the Chief of Staff.

It is my belief that communication is an area where the city requires significant improvement. We are currently only moderately active on one social media platform out of several, have a website that requires an upgrade and ongoing upkeep, are aiming to maintain a monthly city newsletter, intend to implement text notifications for city services and updates, have countless flyers/advertisements for city services that go out on a daily basis, and have little to no internal resources as it pertains to staff training on any communication tools. From the social media end, we are looking to add not only Instagram to engage the younger community, but WhatsApp in order to provide updates and information in both Portuguese and Spanish.

In today's digital age, providing communication at a 21st century standard is essential to the success of a modern organization. As a growing, robust city serving over 42,000 residents, it is imperative we implement communication tools and practices that provide services and information to our residents using different platforms. In order to accomplish that, we must have the proper staff to maintain them.

While this position sits within the Mayor's Office, I have structured it to serve city-wide functions, not simply the Mayor's Office. This position will be an invaluable resource for all staff and departments to rely on for the website, social media, training, and communication strategies and best practices. Simultaneously, they will help balance the workload of the Mayor's Office assisting with day-to-day operations and special projects. It is also my goal to recruit a candidate who speaks Portuguese to assist with internal translation services and outreach to the growing Brazilian community within the city.

While this position would have many responsibilities, I would like to highlight three specific roles that would be crucial to improving the city's communication efforts:

City Website: This position would be responsible for overseeing the website upgrade & redesign project as well as all future/ongoing website related issues. Currently, the website is under the IT Department who does not have the training or capacity to handle the volume of website requests and issues. This position would regularly audit the website for branding consistency, ADA compliance, outdated information, technical issues, and more. They would work hand in hand with each

department to create a website that is consistent and user-friendly for residents and business owners. They would be responsible for managing the new ChatBot feature that assists residents using AI powered technology.

**Digital Media**: This position would be responsible for creation and implementation of all of the city's digital media including the city website, city email newsletter, social media channels, reverse 911/text notification systems, and all other platforms. The position will also be responsible for photography and creating video content to enhance digital platforms, promote city services and information, assist with employee recruitment efforts, and much more. This position would allow us to professionally utilize these incredibly effective platforms which are otherwise very time consuming for individual employees.

**Training/Collaboration:** This position would be tasked with training each department on the best use of social media channels, creation of flyers/advertisements/graphics, website use and updating, communication best practices, and more. The position would also work collaboratively with each department to understand their unique needs and provide them with the tools and training to achieve them on any platform. Whereas the IT Department's function is to respond reactively to technical issues, this position would work proactively and collaboratively to enhance communications throughout the city.

I would like to highlight that both the website upgrade and redesign project, as well as the ongoing upkeep of the website will be a huge component of this position. Having this position in place for that project and to sustain it afterwards is critical to achieve both the short and long-term goals surrounding the website.

This position will be entirely funded through the remainder of FY24 utilizing excess salary from the vacant Substance Abuse Coordinator position. I am requesting a transfer in the amount of \$25,900 from the Substance Abuse Coordinator salary line to the newly created Communications & Special Project salary line item. The Substance Abuse Coordinator position has never been filled and will retain sufficient monies to do so for the remainder of FY24 if needed. I share in the Council's philosophy of utilizing excess salary line items to creatively increase needed services, which is what this transfer seeks to do.

Enclosed for your review is a job description, job description order, salary ordinance, funding source transfer request, and a salary survey.

As mentioned, this position is critical to the website upgrade & redesign project which we would like to officially begin internally the first week of March. Therefore, I am respectfully requesting a suspension of the rules to have this matter be taken up and voted on at your February 26<sup>th</sup> meeting. This timeline will allow us time to attract and onboard a candidate at the beginning of the website upgrade and redesign project.

I respectfully ask for your support and partnership on this item.

Please do not hesitate to contact me or my office with any questions.

Sincerely,

J. Christian Dumais

Mayor

# SALARY SURVEY - COMMUNICATIONS POSITIONS 2/8/2024

2	POSITION TITLE	MINIMUM	MAXIMUM
Amesbury	Communications Director	\$60,000.00	\$65,000.00
Andover	Director of Communications	\$90,000.00	\$100,000.00
Chicopee	Communications & Special Projects Manager	\$57,116.00	\$57,116.00
Corcord	Communications Manager	\$80,434.00	\$112,611.00
Dartmouth	Communications Coordinator	\$61,443.20	\$79,955.20
Fall River	Special Projects & Media Coorindator	\$42,000.00	\$42,000.00
Framingham	Public Information Officer	\$75,003.00	\$97,024.00
Framingham	Webmaster	\$61,986.00	\$80,186.00
Gloucester	Director of Communications & Constituent Services	\$67,178.59	\$85,668.60
Greenfield	Communications Director	\$49,474.30	\$66,858.19
Haverhill	Communications Director	\$80,000.00	\$80,000.00
Lawrence	Communications Director	\$90,000.00	\$90,000.00
Lexington	Director of Communications	\$90,110.00	\$116,357.00
Malden	Director of Marketing and Communications	\$102,096.58	\$112,695.54
Medford	Director of Communications	\$80,542.00	\$94,235.00
Medford	Communications Specialist	\$63,544.00	\$75,680.00
Melrose	Communications & Events Manager	\$71,016.40	\$76,876.80
Natick	Communications Director	\$60,000.00	\$115,500.00
New Bedford	Public Information Officer	\$93,497.00	\$93,497.00
Newton	Director of Community Communications	\$81,931.00	\$81,931.00
Pittsfield	Director of Administrative Services & Public Information Officer	\$59,122.00	\$76,859.00
Springfield	Communications Relations Director	\$76,000.00	\$76,000.00
Wakefield	Communications Director	\$99,438.00	\$99,438.00
Weymouth	Community Information Officer	\$65,035.76	\$80,156.64
AVERAGE SALARIES		\$73,206.99	\$85,651.87
TOTAL AVERAGE		\$79,42	

That pursuant to City Code Chapter 125 (Personnel), Section 125-5 (Preparation of Classification Descriptions), the job description for the new position of Communications & Special Projects Director (attached hereto), BE AND IS HEREWITH APPROVED.

ADOPTED In City Council Order No. 24-Adopted

Approved by Mayor J. Christian Dumais Date:

A TRUE COPY ATTEST:

# CITY OF MARLBOROUGH OFFICE OF THE MAYOR COMMUNICATIONS & SPECIAL PROJECTS DIRECTOR

#### **DEFINITION**

The purpose Communications & Special Projects Director is to develop and implement an effective, 21st century communication strategy across a variety of communication channels for the city and the Mayor's Office. The work includes overseeing the many communication initiatives put forth by the city and Mayor's Office including (but not limited to) the city's website, a monthly newsletter, city alerts, official social media channels, event flyers, and all other internal and external communication pieces. This position will also be charged with maintaining a monthly communications meeting for all departments, training all departments on communication tools and technology, and assisting departments with social media and website related content. The Communications & Special Projects Director will also advise the Mayor and staff on communication policies as they are created and updated. The Special Projects portion of the role will be subject to the needs to the Mayor and the Mayor's Office as required.

#### **ESSENTIAL JOB FUNCTIONS:**

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

- Develop and Implement Communication Strategies: Develop and implement comprehensive communication
  plans, identifying target audiences and selecting appropriate channels to convey key messages. Ensure
  messaging is consistent throughout all city communication channels and is in alignment with the goals and
  objectives of the city and the Mayor.
- Website and Social Media Management: Oversee and manage the city's website, maintaining its content, design, and functionality. Ensure website compliance with the ADA and identify ways to become more accessible. Manage multiple social media platforms to engage the community strategically, including posting updates, responding to inquiries, and creating engaging content. Identify additional social media channels to reach underrepresented demographical segments of the Marlborough population.
- Content Creation: Work with Mayor's Office and city departments to create compelling content for various platforms, including social media graphics, videos, newsletters, alerts, brochures, flyers, internal city documents, and signage. Utilize photography and videography to professionalize and personalize the city's image across/on all communication platforms.
- Review: Periodically review and audit departmental communications to external audiences to ensure that all
  departments are sending a consistent, clear, and effective message to the public and targeted audiences.
   Review all communication tools used by departments to identify how said tools can be used more
  comprehensively or efficiently.
- Collaboration and Stakeholder Liaison: Serve as a liaison between the Mayor's Office and residents,
  departments, and stakeholders as it pertains to city communication. Meet with departments individually to
  identify opportunities to further departmental and city goals through communication strategies. Collaborate
  with external stakeholders to identify communication partnerships between them and the city. Build strong
  community partnerships to engage residents, business owners, and stakeholders to understand how
  information can be communicated more efficiently.
- Emergency Communication: Assist with the development and implementation of communication plans for

emergency situations, ensuring residents receive timely and accurate information during crises.

- Training and Education: Provide guidance and training to city staff and community members on effective
  communication strategies and tools. Provide appropriate training and assist all departments on website
  functions, social media recommendations, content creation, and any other communication related function or
  platform.
- Civic Engagement Promotion: Actively promote and encourage civic participation among residents through
  various communication channels. Assist with creation and management of community events, surveys, and
  outreach efforts to foster engagement and gather valuable feedback.
- Translation Services: Support Mayor's Office and other departments with properly translating content into different languages as needed. Identify opportunities for departments to engage in communication in different languages to further city objectives and goals. Will be responsible for creating, implementing, and auditing policies and procedures relative to translation services.
- Assist with city sponsored events and special projects as needed by the Mayor and city departments.

#### SUPERVISION RECEIVED

Works in the Mayor's Office and reports the Mayor. Works under the general direction to the Chief of Staff for general day-to-day operations. Employee exercises considerable latitude for independent judgment and action. Assists in developing and achieving the city and department's goals and objectives. The position is subject to review and evaluation according to the city's personnel plan.

#### SUPERVISION EXERCISED

Performs complex duties requiring a high level of initiative and independent judgment in the planning, administration and execution of the city's programs and services, and in the direction of personnel. Incumbent is expected to work independently in formulating decisions regarding policies, procedures, operations, and plans. Assists in periodic review of communication work performed by designated city personnel. Works collaboratively to correct and improve any actions not consistent with the city's communication policies or best practices. Oversees interns as required.

#### **JUDGMENT**

Skilled judgement is required to successful complete the essential functions of this position.

#### **COMPLEXITY**

Most of the work consists of being able to communicate ideas and information in a concise, user-friendly manner. The position must be able to understand complicated matters and explain them thoughtfully to multiple audiences.

#### CONFIDENTIALITY

Employee has access to confidential and sensitive information including city and department records. Strict confidentiality is required.

#### WORK ENVIRONMENT

Majority of work is performed in a standard office environment. Field and off-site work is expected to achieve the goals and objectives of the position. Operates computer, printer, video display terminal, calculator, telephone, copier, facsimile machine, and all other standard office equipment. Also operates videography and photography equipment, and all other equipment needed in the performance of the duties laid out. Has access to department-level and citywide confidential information; the application of appropriate judgment, discretion, and professional executive-level office protocols is required.

Incumbent should expect occasional evening and/or weekend hours to work on events, meetings, issues, or other

items that may arise. Incumbent may work in varying weather conditions.

#### **EDUCATION AND EXPERIENCE**

Bachelor's degree in communications, political science, business, or another field preferred. Minimum five years in a municipal government setting, preferably within a communications or media role. Experience working on website updates, social media platforms, and communication technology. Experience working on the CivicPlus platform highly preferred.

*Special Requirements:* Massachusetts Driver's License required. Ability to speak Portuguese and familiarity with the Marlborough community desired.

#### KNOWLEDGE, ABILITY, AND SKILLS

<u>Knowledge:</u> Complete working knowledge of the core practices of communication work. In depth understanding of Council-Mayor form of government and general municipal government operations. Thorough knowledge and familiarity of current social media techniques. Familiarity with back-end CivicPlus website functionality. Knowledge of, and familiarity, with content creation and editing platforms.

<u>Ability:</u> Ability to apply communication strategy and public relations principles to complex topics across multiple departments. Ability to develop and update communication policies and procedures. Ability to create informational graphics using content creation tools. Apply creative judgment to all aspects of communication related work. Ability to establish and maintain effective working relationships within city departments, city officials, members of the communications community, government representatives, and the general public. Ability to communicate effectively in written and oral form. Ability to manage several projects at one time. Ability to work collaboratively with city staff and departments to produce effective communications to the public.

<u>Skill</u>: Excellent oral and written communication skills. Strong interpersonal skills. Establish and maintain cooperative working relationships with those contacted in course of work. Strong problem-solving skills. Proficient in modern day communication practices and tools such as social media, graphic design, website editing, adobe, and photography/videography equipment. Must possess effective and persuasive communication skills, both orally and writing; tact, diplomacy, and discretion when dealing with confidential and sensitive information and situations.

#### PHYSICAL, MOTOR, AND VISUAL SKILLS

Intellectual and mental acuity to perform conceptual and detailed technical work. Recurring intellectual effort is required to maintain a current knowledge of applicable laws, policies, and rules and regulations. Employee is frequently required to walk, stand, sit, talk, and hear; uses hands to finger, handle, feel or operate objects, tools, or controls, and reach with hands and arms as in physically picking up files, papers and other common office objects. Employee must occasionally lift and/or move objects weighing up to 25 pounds such as equipment, outreach supplies, etc. Employee must possess the ability to operate a keyboard at a moderate speed. Vision and hearing at or correctable to normal ranges.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MARLBOROUGH THAT THE CITY CODE OF THE CITY OF MARLBOROUGH, AS AMENDED, BE FURTHER AMENDED BY AMENDING CHAPTER 125, ENTITLED "PERSONNEL," AS FOLLOWS:

I. By <u>adding</u> to the salary schedule referenced in Section 125-6, the following:

Position:

Communications & Special Projects Director (40 hours per week) (Effective upon passage)

STEP/LEVEL	ANNUAL SALARY
00	. <del>-</del>
01	. =
02	-
03	<del>-</del>
04	-
05	-
06	
07	\$79,000.00

II. This ordinance shall supersede and replace any existing rate for said position(s) (if applicable) in the current salary schedule.

ADOPTED In City Council Order No. 24-XXX Adopted

Approved by Mayor J. Christian Dumais Date:

A TRUE COPY ATTEST:

#### CITY OF MARLBOROUGH BUDGET TRANSFERS --

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\$61,500.00	\$25,900.00	15120001 50607	Substance Abuse Coordinator	\$25,900.00	11210002	50592	Comms Director	\$0.00
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# TO BORDING

### IN CITY COUNCIL

Marlborough, Mass., FEBRUARY 26, 2024

ORDERED:

That the Proposed Amendment to the City Code, Chapter 125 "Personnel", §6 "Salary Schedule" to change the hours of the Senior Assessor from 35 hours to 40 hours per week, be and is herewith referred to the **FINANCE COMMITTEE** and **ORDERED ADVERTISED**.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MARLBOROUGH THAT THE CITY CODE OF THE CITY OF MARLBOROUGH, AS AMENDED, BE FURTHER AMENDED BY AMENDING CHAPTER 125, ENTITLED "PERSONNEL," AS FOLLOWS:

I. By adding to the salary schedule referenced in Section 125-6, the following:

Position		Step 0	Step 1	Step 2	Step 3 Maximum
Senior Assessor (40 hours per week)	Effective upon Passage	\$42.2741	\$43.9651	\$45.7237	\$47.5523

II. This ordinance shall supersede and replace any existing rate for said position(s) (if applicable) in the current salary schedule.

**ADOPTED** 

ORDER NO. 24-1009097

### IN CITY COUNCIL

Marlborough, Mass., FEBRUARY 26, 2024 PAGE 1

That the Transfer Request in the amount of \$3,653.00 (Three thousand six hundred fifty-three dollars) from Reserve for Salaries to Senior Assessor to cover the increased cost for the remainder of FY 24, be and is herewith referred to **FINANCE COMMITTEE**.

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\$141,700.00	\$3,653.00	11990006	57820	Reserve for Salaries	\$3,653.00	11410001	50171	Senior Assessor	\$28,806.50
*****	Reason:	Funds available		, , , , , , , , , , , , , , , , , , ,		Change from 35 to 40 h		hours per week thru year end	
ni <i>wa wa</i> taka asa ana 5. aasa aa y	\$3,653.00	Total	x+1 x x		\$3,653.00	Total		COLUMNY OF STREET STOR	

**ADOPTED** 

ORDER NO. 24-1009097



## City of Marlboroughers's Office J. Christian Dumais, Mayor

Office of the Mayor

2074 FEB 22 AM 10: 47

Marlborough, MA 01752 (508) 460-3770 Mayor@marlborough-ma.gov

February 22, 2024

Council President Ossing Marlborough City Council 140 Main Street Marlborough, MA 01752 Advan

#### **RE: Senior Assessor Position Hours Change**

Dear Council President Ossing and Councilors,

Enclosed for your review and approval is a change in the hours for the Senior Assessor position within the Assessing Department from 35 hours per week to 40 hours per week. This change is pursuant to a Side Letter of Agreement made between Mayor Vigeant and the MMEA in August of 2023 and is in reference to Article 7 and Article 8 of the MMEA Collective Bargaining Agreement.

This change was requested under the previous administration with the goal of decreasing reliance on outside vendors, providing additional department coverage, and providing the Senior Assessor with more flexibility with scheduling. The Senior Assessor, along with the Principal Assessor, do work in the field which can take significant time out of the day.

Unfortunately, no funding source was identified by the prior administration when agreeing to this change, and it was not built within the existing FY24 budget. Therefore, as we are under an obligation to comply with the agreement, I am requesting a transfer of \$3,653.00 from Reserve for Salaries to cover the cost increase for the remainder of FY24.

With the transfer, I have included the letter from Principal Assessor John Valade and the updated salary ordinance for the Senior Assessor position.

Principal Assessor John Valade and I will be at a future meeting to answer any questions you may have.

Sincerely,

J. Christian Dumais

Mayor



City of Marlborough

Office of the Assessors 140 Main Street Marlborough, Massachusetts 01752 TDD (508) 460-3610 Phone: (508) 460-3779

January 29, 2024

Re: Senior Assessor Position Hours Change

Dear Mayor Dumais,

I'm writing to request a change to the Senior Assessor (union) position from 35 to 40 hours per week at the same hourly rate that is currently received. It is my understanding that the MMEA has agreed to this change, and it falls within the parameters of Article 8 of the Collective Bargaining Agreement.

The Senior Assessor's position is an asset to the office in many ways and provides an essential role in the assessing office.

The points to consider are the following:

- To increase department coverage and office support, efficiency, and productivity regarding various required inspections, sales reviews, and other tasks.
- To better align this position with other mid to larger surrounding communities. Such as, the town or city of; Northborough, Southborough, Westborough, Leominster, and Worcester, to list a few. Refer to attachment.
- To increase internal data integrity.
- Thus, to have less reliance on outside vendors to conduct various inspections and for other professional services.

The increase of ten (10) hours per pay period, equates to an additional \$457.24 in salary.

I would be happy to answer any questions that you may have.

Thank you for your consideration.

Sincerely, John Valade Principal Assessor

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MARLBOROUGH THAT THE CITY CODE OF THE CITY OF MARLBOROUGH, AS AMENDED, BE FURTHER AMENDED BY AMENDING CHAPTER 125, ENTITLED "PERSONNEL," AS FOLLOWS:

I. By adding to the salary schedule referenced in Section 125-6, the following:

Position		Step 0	Step 1	Step 2	Step 3 Maximum
Senior Assessor	Effective				
(40 hours per week)	Upon Passage	\$42.2741	\$43.9651	\$45.7237	\$47.5523 Per Hour.

II. This ordinance shall supersede and replace any existing rate for said position(s) (if applicable) in the current salary schedule.

ADOPTED In City Council Order No. 24-XXX Adopted

Approved by Mayor J. Christian Dumais Date:

A TRUE COPY ATTEST:

#### CITY OF MARLBOROUGH BUDGET TRANSFERS --

	DEPT:	Assessor		BUDGETTR	ANSFERS	FISCAL YE	AR:	2024	
Assailable		FROM ACC	COUNT:			TO ACCOL	JNT:		
Available Balance	Amount	Org Code	Object	Account Description:	Amount	Org Code	Object	Account Description:	Available Balance
\$141,700.00	\$3,653.00	11990006	57820	Reserve for Salaries	\$3,653.00	11410001	50171	Senior Assessor	\$28,806.50
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					Auditor signature:		Ven	ne d	
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