

**BOARD OF PUBLIC WORKS AND SAFETY**  
**Agenda Request Form**

(Form B-01-2012)

*Organizations and individuals are asked to submit a request form and supporting documents to be placed on the agenda. You will be contacted by the City confirming the date of the meeting in which your request will be heard. Please make sure that your contact information is accurate in case we need to get in touch with you. The Board of Works meets on the 1st and 3rd Monday of each month at 5:00 p.m. in City Hall located at 70 E. Monroe Street.*

<b>Date Submitted:</b>	<b>02.22.2021</b>	<b>Meeting Date:</b>	<b>03.01.2021</b>
<b>Contact Information:</b>			
<b>Requested by:</b>	<b>Lynnette Gray</b>		
<b>On Behalf of Organization or Individual:</b>		<b>City of Franklin</b>	
<b>Telephone:</b>	<b>317-738-3365</b>		
<b>Email address:</b>	<b><a href="mailto:lynng@igmlawfirm.com">lynng@igmlawfirm.com</a></b>		
<b>Mailing Address:</b>	<b>63 E. Court St., P.O. Box 160, Franklin, IN 46131</b>		
<b>Describe Request:</b>			
Proposed revision to job description.			
<b>List Supporting Documentation Provided:</b>			
Director of Public Relations Job Description			
Chief of Staff Job Description			
<b>Who will present the request?</b>			
<b>Name:</b>	<b>Lynnette Gray, City Attorney</b> <b>Mayor, Steve Barnett</b>	<b>Telephone:</b>	<b>317-738-3365</b>

*In order for an individual and/or agency to be considered for new business on the Board of Works agenda, this reservation form and supporting documents must be received in the Mayor's office no later than 4:00 p.m. on the Wednesday before the meeting.*



## **Director of Public Relations**

**Full-Time/Exempt**

### **DESCRIPTION**

Incumbent serves as the Director of Public Relations for the City of Franklin, Mayor's Office, primarily responsible for developing and maintaining mutually beneficial relationships between the City of Franklin and the public. Incumbent serves as a liaison between the public and the city by engaging in an open citizen dialogue to effectively communicate the mission and vision of the city. Incumbent will manage Mayor's office and oversee all staff in the Mayor's office.

### **GENERAL SUMMARY**

Implement and coordinate PR strategies for the City of Franklin to create and maintain a favorable public relations image for the City through mission, vision, and role of the departments.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Plans, writes, edits, and disseminates information to the public via press releases and various media outlets such as online or broadcast media for all City of Franklin activities. This includes, but is not limited to, current and future city projects, department information, city updates, and any information pertinent to residents of Franklin.
2. Must display a thorough knowledge of Department and City policies and procedures, and the abilities to apply them in order to complete assigned work responsibilities.
3. Establish, develop and maintain positive relationships with media contacts to effectively communicate.
4. Ability to maintain and catalog a file system of press releases, publications, and media broadcasts.
5. Ability to respond to citizen inquiries and complaints both in person and electronically in a timely manner appropriately and professionally. Direct inquiries to appropriate department contacts and follow-up when necessary.



6. Responsible for assisting in preparation for public meetings/hearings.
7. Responsible for assisting in responding to Mayor's phone calls, emails and other forms of communication.
8. Works closely with the Chamber of Commerce, Franklin Schools, Discover Downtown Franklin, and organizations that promote a positive image of the City of Franklin.
9. Plan and direct public relations programs and special events designed and created to maintain favorable public image for the City of Franklin.
10. Assist in the planning and execution of the emergency response plan.
11. Research media coverage and industry trends to ensure the effectiveness of current communication strategies.
12. Assist in social media campaigns and content.
13. Manage and coordinate the Franklin Mayor's Youth Leadership Council and Franklin Community High School.
14. Coordinates scheduling and logistics for Mayor.
15. Assists Mayor in administrative duties as assigned by the Mayor.
16. Assist Mayor in meetings and follow up with schedule and logistics.
17. Manage staff in Mayor's office: Approve time cards. Approve vacation and time off requests. Assist in disciplinary action.
18. Manage Mayor's office budget and oversee all expenditures.
19. Perform any and all related functions as required or assigned.
20. Normal hours of operation will be 8am-4:30pm. Nights, weekends, and holidays may be required upon request.





## **COMPETENCIES**

An employee's performances will be evaluated based on five competencies.

1. Job Knowledge
2. Teamwork
3. Customer Service
4. Flexibility
5. Work Ethic

## **KNOWLEDGE, SKILLS AND ABILITIES**

Knowledge of:

- Methods to test effectiveness of public relations
- Objectives and principles of public relations
- Basic public relations and promotional techniques and their application to leisure services
- Emergency procedures including First Aid

Skill in:

- Effective English oral and written and public speaking
- Managing program survey and reporting results
- Managing budgets and monitoring use of supplies
- Planning and coordinating multiple projects

Ability to:

- Think strategically and creatively
- Plan strategies and execute tactics intended to increase business and participation in programs and services
- Respond to requests or inquiries from the general public
- Establish and maintain effective working relationships with those contacted in the course of work including the general public
- Meet the City's driving standards
- Regular and dependable attendance is required



### **PHYSICAL DEMANDS/WORK ENVIRONMENT**

Maintain effective audio-visual discrimination and perception needed for:

- Making observations
- Reading and writing
- Operating assigned equipment
- Communicating with and instructing others

Maintain physical condition appropriate to the performance of assigned duties and responsibilities which may include the following:

- Walking, standing and sitting for extended periods of time
- Occasionally lift, carry and push/pull objects weighing up to 34lbs
- Bending, twisting, squatting, kneeling and reaching above the shoulder



## **Chief of Staff**

**Full-Time/Exempt**

### **DESCRIPTION**

Incumbent serves as the Chief of Staff for the City of Franklin, Mayor's Office, primarily responsible for developing and maintaining mutually beneficial relationships between the City of Franklin and the public. Incumbent serves as a liaison between the public and the city by engaging in an open citizen dialogue to effectively communicate the mission and vision of the city. Incumbent will manage Mayor's office and oversee all staff in the Mayor's office. Under general policy direction, plans, organizes, manages and directs the day-to-day operations and activities of the Mayor's office; provides expert professional assistance and support to the Mayor on a wide range of highly complex, sensitive and confidential topics; researches, analyzes and provides recommendations regarding difficult, sensitive, important and wide-ranging policy areas; serves as the Mayor's liaison to multiple bureaus, Citywide committees and councils; and performs related duties as assigned.

### **GENERAL SUMMARY**

A Mayor's Chief of Staff is responsible for planning, organizing, managing, directing and overseeing the day-to-day operations of the Mayor's office and staff. The incumbent conducts research and analysis on a wide range of issues and topics affecting the City and provides recommendations for solutions and courses of action using sound, expert judgment. Responsibilities are broad in scope and require a high degree of political acumen and administrative discretion. The incumbent is expected to exercise considerable discretion in carrying out responsibilities independently and with awareness of City, office and constituent issues and sensitivities. An employee in this class may be assigned to perform duties and responsibilities involving a wide range of complexity, authority, impact, visibility and independence. The incumbent will implement and coordinate PR strategies for the City of Franklin to create and maintain a favorable public relations image for the City through mission, vision, and role of the departments.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Plans, organizes, controls, integrates and evaluates the work of the Mayor's office staff; with subordinate staff, develops, implements and monitors work plans to achieve office mission, goals and performance measures; directs the development of and monitors performance against the biennial office budget; manages and directs the development, implementation and evaluation of work programs, plans, processes, systems and





procedures to achieve City and office goals, objectives and performance measures consistent with the City's quality and citizen service expectations.

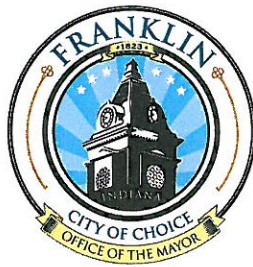
2. Plans, organizes, directs and evaluates the performance of staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with City Code and human resources policies.
3. Plans, writes, edits, and disseminates information to the public via press releases and various media outlets such as online or broadcast media for all City of Franklin activities. This includes, but is not limited to, current and future city projects, department information, city updates, and any information pertinent to residents of Franklin.
4. Provides expert professional assistance and support to the Mayor on a wide range of highly complex, sensitive and confidential topics; assists the Mayor and provides advice on all major functional responsibilities; assists in planning and coordinating the Mayor's activities; develops, reviews and interprets complex policies affecting the City; conducts assigned research and procedural, organizational and administrative studies and prepares reports on proposed or recommended solutions or courses of action to City or office issues; researches and drafts materials for use in public and media relations, such as speeches, talking points and letters; researches and writes briefing papers and provides briefings orally and in writing to the Mayor; reviews council agendas and briefs the Mayor for council meetings.
5. Acts as a liaison on behalf of the Mayor on Citywide issues related to the Mayor's portfolio; on behalf of the Mayor, chairs Citywide committees on a variety of issues and assists the Mayor and other elected officials in providing leadership in addressing complex and sensitive Citywide matters; serves as liaison to assigned regional and community councils; works closely with City staff, Board of Works, and City Council members to communicate the Mayor's policy objectives; communicates City and Council goals, objectives, mission and work to the Mayor, office staff and the public; in consultation with the Mayor, handles and deals with Citywide emergencies; meets with and responds to all needs as assigned by the Mayor.
6. Represents the Mayor on boards, commissions, task forces and high-level policy meetings and work sessions and with other elected officials, business and community leaders and the public; corresponds with City, public and private officials, community



groups and the public on behalf of the Mayor; facilitates meetings, mediates disputes and participates in problem solving as necessary; responds to inquiries from the public; oversees and communicates with offices of other elected officials on issues of mutual interest.

7. Must display a thorough knowledge of Department and City policies and procedures, and the abilities to apply them in order to complete assigned work responsibilities.
8. Establish, develop and maintain positive relationships with media contacts to effectively communicate.
9. Ability to maintain and catalog a file system of press releases, publications, and media broadcasts.
10. Ability to respond to citizen inquiries and complaints both in person and electronically in a timely manner appropriately and professionally. Direct inquiries to appropriate department contacts and follow-up when necessary.
11. Responsible for assisting in preparation for public meetings/hearings.
12. Responsible for assisting in responding or directing the Administrative Assistant to respond to Mayor's phone calls, emails and other forms of communication.
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