SUBJECT: Amendment to the Salary Resolution to Upgrade NOVA Workforce Services Department Division Manager Classifications; and, Amendment to the Salary Resolution and Classification Plan to Add the Newly-Established Classification of Web Publisher

REPORT IN BRIEF
This report recommends amending the City’s Salary Resolution to upgrade the salary placement of the newly-updated Manager of Business Operations and Manager of Job Seeker Services classifications; and amending the City’s Salary Resolution and Classification Plan, to add the newly-established classification of Web Publisher.

BACKGROUND
NOVA
In February 2010, the NOVA Workforce Services Department (formerly the Department of Employment Development/NOVA) requested that Human Resources Department staff conduct a classification and compensation study to review the duties and responsibilities and current salary placement of the Department’s two division managers: Manager of Job Seeker Services and Manager of Business Operations.

In 2008, the Department of Employment Development/NOVA met with the Human Resources Department to develop a re-organization plan that would occur with the retirement of the Program Quality and Operations Manager. At that time, the current organizational structure consisted of the Program Quality and Operations Manager functioning as an Assistant Director, with the three divisions reporting directly to her. A transition plan was developed that included updating the job specification and recruiting for the never-filled Manager of Job Seeker Services; consolidating the three divisions into two divisions reporting directly to the Director; and eliminating the Program Quality and Operations Manager vacancy. These actions occurred and the Program Quality and Operations Manager position became vacant on November 9, 2009, and was subsequently deleted.
OFFICE OF THE CITY MANAGER

In May 2010, the Office of the City Manager requested that the Department of Human Resources conduct a classification and compensation study to review the duties and responsibilities of the Administrative Analyst, Deputy Communications Officer as a result of the increasing City-wide focus on clear and consistent website communications.

EXISTING POLICY

Section 1103, Classification, of the City Charter states that additions or changes to the classification plan may be adopted from time to time by the City Council upon the recommendation of the City Manager. Section 1104, Pay Plan, of the City Charter states that amendments to the pay schedule may be adopted from time to time upon recommendation of the City Manager.

DISCUSSION

NOVA

The Human Resources Department conducted a classification and compensation review of the NOVA Workforce Services Department division managers that consisted of the following: review of the general organizational structure; comparison of duties and responsibilities of similar management positions within the City; and review of management positions allocated at the salary range of Grade 18, the grade of the two division management positions under review. Additional factors that were considered during this review included the difficulty, complexity, variety and scope of the work, as well as supervisory and administrative responsibilities of the positions.

Based upon the findings of this review, the Human Resources Department has determined that the aforementioned organizational changes within the NOVA Workforce Services Department have significantly affected the job assignments, duties and responsibilities of the Manager of Job Seeker Services and the Manager of Business Operations positions and that a salary adjustment is appropriate.

The Human Resources Department recommends that the salary placement associated with these two positions be regraded from Grade 18 to Grade 19 of the Category D/E Management Pay Plan and the current incumbents be placed at the percentage level of the higher classification that is at least 5% higher than their current salary placement.

The Sunnyvale Managers Association (SMA) has reviewed and is in agreement with the newly-updated Manager of Business Operations and Manager of Job
Seeker Services job specifications and the associated compensation recommendations.

**OFFICE OF THE CITY MANAGER**
The Human Resources Department conducted a classification and compensation study of the Administrative Analyst, Deputy Communications Officer that included the following: review of the job analysis questionnaire; performed a desk audit and information interviews with the current incumbent; and conducted informational interviews with Office of the City Manager management staff.

Based upon the findings of this review, the Human Resources Department has determined that the City’s priority to consistently maintain clear and accountable internal and external web-based communications has changed the job assignment of the Administrative Analyst, Deputy Communications Officer. As a result, a new classification of Web Publisher was developed, and the current incumbent will be reclassified in accordance with the City’s policy on Employee Classification, Chapter 3, Article II, Subd. 1, Classification Review of a Filled Position. The proposed top-step salary placement for the Web Publisher will be 5% above the Administrative Analyst top-step salary.

The Human Resources Department recommends that the salary placement for the current incumbent be placed at the percentage level of the higher classification that is at least 5% higher than his current salary placement.

The Sunnyvale Employees’ Association (SEA) has reviewed and is in agreement with the newly-developed Web Publisher job specification and the associated compensation recommendations.

**FISCAL IMPACT**
The fiscal impact to the General Fund of the proposed changes is approximately $6,000 annually and relates to the Web Publisher position in the Office of the City Manager. The impact of the reclassifications to the two management positions in NOVA is approximately $17,500 annually; however, NOVA is entirely funded by outside sources, so these changes do not impact the General Fund. Available funds related to the elimination of the Program Quality and Operations Manager were incorporated into NOVA’s FY 2010/2011 budget proposal, which was based on their expected grant revenues for the fiscal year. No budget modification is necessary, as these reclassifications can be absorbed within the existing budgets of both the NOVA Workforce Services Department and the Office of the City Manager.
PUBLIC CONTACT
Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City’s Web site.

ALTERNATIVES
1. Adopt a resolution to amend the City’s Salary Resolution to upgrade the NOVA Workforce Services Department Division Manager classifications; and amend the City’s Salary Resolution and Classification Plan to add the newly-established classification of Web Publisher that will become effective on August 31, 2010.
2. Do not approve the recommendation contained in this report.

RECOMMENDATION
Staff recommends Alternative 1:  Adopt a resolution to amend the City’s Salary Resolution to upgrade the NOVA Workforce Services Department Division Manager classifications; and amend the City’s Salary Resolution and Classification Plan to add the newly-established classification of Web Publisher that will become effective on August 31, 2010.

Reviewed by:

Teri Silva, Director of Human Resources
Prepared by: Karen Woblesky, Human Resources Manager

Reviewed by:

Grace Leung, Acting Director of Finance
Amendment to the Salary Resolution
to Upgrade NOVA Workforce Services Department Classifications;
and, Amendment to the Salary Resolution and Classification Plan
to Add the Newly-Established Classification of Web Publisher

August 31, 2010
Page 5 of 5

Approved by:

Gary M. Luebbers
City Manager

**Attachments**

A. Resolution to Amend the Classification Plan. Class Specification: Manager of Job Seeker Services (Exhibit A) and Manager of Business Operations (Exhibit B)
B. Resolution to Amend the Classification Plan. Class Specification: Web Publisher (Exhibit A)
C. Resolution to Amend the Salary Resolution for Pay Plan Category B
D. Resolution to Amend the Salary Resolution for Pay Plan Category D/E
RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE AMENDING THE CLASSIFICATION PLAN OF THE CIVIL SERVICE BY REVISING THE JOB SPECIFICATIONS FOR MANAGER OF BUSINESS OPERATIONS AND MANAGER OF JOB SEEKER SERVICES

WHEREAS, the City Manager has proposed amendments to the Classification Plan of the Civil Service of the City of Sunnyvale to upgrade the job specifications for the classification titles of Manager of Business Operations and Manager of Job Seeker Services to reflect the current job assignments, duties and responsibilities for these classifications as a result of organizational changes within the NOVA Workforce Services Department; and

WHEREAS, the City Council having considered such proposals and recommendations;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYVALE THAT:

1. The City Council hereby amends the Classification Plan of the Civil Service by revising the job specifications for the classification titles of Manager of Business Operations and Manager of Job Seeker Services as set forth in Exhibits A and B attached hereto and incorporated herein by reference.

2. Except as herein modified, the Classification Plan, Resolution No.143-77, as amended, shall remain in full force and effect.

3. This resolution shall take effect upon adoption.

Adopted by the City Council at a regular meeting held on _________, 2010, by the following vote:

AYES: 
NOES: 
ABSTAIN: 
ABSENT:

ATTEST: 

APPROVED:

__________________________________
City Clerk

__________________________________
Mayor

SEAL

APPROVED AS TO FORM AND LEGALITY:

____________________________________
David E. Kahn, City Attorney

DHR-RevClass/2010/NOVA Managers Updated
MANAGER OF JOB SEEKER SERVICES

Class Code: 0211

CITY OF SUNNYVALE
Established Date: Sep 24, 2002
Revised: 08/31/2010

SALARY RANGE

$51.65 - $60.76 Hourly
$4,132.00 - $4,861.19 Biweekly
$8,952.67 - $10,532.58 Monthly
$107,432.00 - $126,391.00 Annually

DEFINITION

Under general direction, the Manager of Job Seeker Services administers and supervises employment and training services operated by the NOVA Workforce Services Department which serves the seven-city North Valley (NOVA) Job Training Consortium. This position oversees the management of numerous programs funded through federal, state, city, foundation, business and fee-based resources and provides supervision to management and professional staff; and, performs other duties as assigned.

DISTINGUISHING CHARACTERISTICS

The Manager of Job Seeker Services is a division-head manager and receives direction from the Director of the Department. Contacts are regularly made both inside and outside the organization at all levels and involve the use of considerable tact, discretion and customer service skills. Work assignments are given through specific and general delegation and work is performed with considerable responsibility, including supervision of professional, technical and clerical staff. It is distinguished from the lower classification of Employment Training Manager by the higher level of independent judgment and complex administrative, supervisory and management responsibilities.

TYPICAL DUTIES (May include, but are not limited, to the following):

- Administers and oversees the day-to-day provision of job search and employment training services to unemployed and underemployed individuals in the community; manages the Job Seeker Services division to assure that customers have access to appropriate resources.
- Assists in the development and implementation of department and/or Citywide goals, objectives, policies and procedures; analyzes and recommends strategies to improve effectiveness of operation.
- Directs the development, maintenance and modification of division and program objectives.
- Plans, prepares and manages division budget; accounts for the efficient and effective use of all financial resources within authorized budget; prepares cost estimates and approves purchase requisitions.
• Supervises, directs, trains, and evaluates assigned staff.
• Insures the provision of training for staff within the division that builds professional capacity and fosters divisional development.
• Conducts research and analysis of complex technical issues; evaluates options and makes recommendations for action; prepares reports and recommendations for City staff, City Council and advisory bodies.
• Analyzes and maintains statistical, client, contractual, and other data.
• Works closely with partners in the CONNECT! Job Seeker Center to facilitate collaboration.
• Reviews, understands, explains and administers complex and overlapping regulations, rules and contract requirements.
• Provides staff support to the committees and task forces of the NOVA Workforce Board.
• Represents the Department, the City and the NOVA Workforce Board at a variety of internal and external meetings.
• Acts as an active member of the Administrative Leadership Team and Operations Group.
• Uses sound, independent judgment, reasoning, tact and discretion to solve problems of significant complexity.
• May act as the Director in his/her absence.

WORKING CONDITIONS

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. The need to lift, drag and push files, paper and documents weighing up to 25 pounds is also required. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodation.

MINIMUM QUALIFICATIONS

Education and Experience

Any combination of education and experience that provide the required knowledge, skills and abilities may be qualifying. A typical way of obtaining the required qualifications would be a Bachelor's degree in public or business administration, career or job development or a field related to the area of assignment, and five years of experience in a state or federally-funded employment and training program or related social services agency.

A Master’s degree in public or business administration, career or job development or a related field may substitute for one year of the required experience.

Knowledge, Skills and Abilities

Thorough Knowledge of:

• Principles and practices of program administration, including the setting of goals and objectives, budget development and administration, work planning and organization, and employee supervision.
• Federal, state and local laws, policies regulations and procedures governing employment and training programs, including procurement procedures, program implementation and
monitoring, follow-up and evaluation.

- Employment issues specific to target populations, such as at-risk youth, individuals with disabilities, older adults, dislocated workers and the economically disadvantaged.
- Employment strategies relative to obtaining employment within the local labor market such as standard vocational testing assessment instruments and job search skills and strategies.
- Intake, assessment, case management and follow-up processes and procedures in an employment development service-delivery system.
- Modern office practices, procedures, methods and computer equipment, applications and software.
- Customer service quality assurance principles and practices.
- Computer applications related to the work.
- Research methods, report writing and records management techniques.

**Ability to:**

- Administer programs and projects through multiple levels of supervision.
- Develop and implement goals, objectives and multiple budgets.
- Interpret and implement federal, state and local laws, policies, regulations and procedures.
- Negotiate and administer effective employment and training service contracts with employers and/or vendors.
- Prepare effective written reports, correspondence, policies, procedures and a variety of other written materials.
- Establish and maintain effective working relationships with individuals of various ages, socio-economic, ethnic and educational backgrounds, often where relations may be strained.
- Use sound, independent judgment, tact and discretion within general policy and procedural guidelines.
- Effectively represent the City and the department in meetings with a variety of business, educational, public and private groups.
- Make effective public presentations.
- Set priorities, coordinate numerous and competing assignments simultaneously and respond to critical deadlines.
- Use sound independent judgment, tact and discretion within general policy and procedural guidelines.
- Accomplish assigned work and administrative tasks with minimal supervision, work both independently and as part of a team.
- Ensure that the City's philosophy regarding customer service is understood and carried out in all forms of communication.

**License/Certificate**

Possession and continued maintenance of a valid Class C California driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

**DESIRABLE QUALIFICATIONS**

Administrative or management level experience in the field of employment and training is highly desirable.
MANAGER OF BUSINESS OPERATIONS

CITY OF SUNNYVALE
Established Date: Sep 24, 2002
Revised: 08/31/2010

Class Code: 0209

SALARY RANGE

$51.65 - $60.76 Hourly
$4,132.00 - $4,861.19 Biweekly
$8,952.67 - $10,532.58 Monthly
$107,432.00 - $126,391.00 Annually

DEFINITION

Under general direction, the Manager of Business Operations administers and supervises the administrative and support services operated by the NOVA Workforce Services Department which serves the seven-city North Valley (NOVA) Job Training Consortium. This position oversees the management of various administrative and support functions key to the operation of a complex organization which is funded by federal, state, city, foundation, business and fee-based resources and provides supervision to management and professional staff; and, performs other duties as assigned.

DISTINGUISHING CHARACTERISTICS

The Manager of Business Operations is a division-head manager which receives direction from the Director of the Department. Contacts are regularly made both inside and outside the organization at all levels and involve the use of considerable tact, discretion and customer service skills. Work assignments are given through specific and general delegation and work is performed with considerable responsibility, including supervision of professional, technical and clerical staff. It is distinguished from the lower classification of Employment Training Manager by the higher level of independent judgment and complex administrative, supervisory and management responsibilities.

TYPICAL DUTIES (May include, but are not limited, to the following):

- Administers and oversees the day-to-day activities and operations of the Business Operations division, which is comprised of fund development, contract, business services, grant and data administration, fiscal reporting, research coordination, marketing and communications and information technology and facilities management.
- Assists in the development and implementation of department and/or Citywide goals, objectives, policies and procedures; analyzes and recommends strategies to improve effectiveness of operation.
- Directs the development, maintenance and modification of division and program objectives.
- Plans, prepares and manages budgets; accounts for the efficient and effective use of all
financial resources within authorized budget; prepares cost estimates and approves purchase requisitions.

• Supervises, directs, trains, and evaluates assigned staff.
• Insures the provision of training for staff within the division that builds professional capacity and fosters divisional development.
• Manages the integration department-wide of computer technology, fiscal systems, and other internal systems with organizational and service system demands.
• Conducts research and analysis of complex technical issues; evaluates options and makes recommendations for action; prepares reports and recommendations for City staff, City Council and advisory bodies.
• Analyzes and maintains statistical, client, contractual, and other data.
• Reviews, understands, explains and administers complex and overlapping regulations, rules and contract requirements from various funding sources.
• Provides staff support to the committees and task forces of the NOVA Workforce Board, a policy-setting body for the NOVA consortium cities.
• Represents the Department, the City and the NOVA Workforce Board at a variety of internal and external meetings.
• Acts as an active member of the Administrative Leadership Team and Operations Group.
• Uses sound, independent judgment, reasoning, tact and discretion to solve problems of significant complexity.
• May act as the Director in his/her absence.

WORKING CONDITIONS

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. The need to lift, drag and push files, paper and documents weighing up to 25 pounds is also required. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodation.

MINIMUM QUALIFICATIONS

Education and Experience

Any combination of education and experience that provide the required knowledge, skills and abilities may be qualifying. A typical way of obtaining the required qualifications would be a Bachelor’s degree in public or business administration, public policy or related field and five years of experience in a similar professional or administrative or program support services position in a public agency or private business.

A Master’s degree in public or business administration or related field may substitute for one year of the required experience.

Knowledge, Skills and Abilities

Thorough Knowledge of:
• Principles and practices of administration, including the setting of goals and objectives, budget development and administration and work planning, and organization and employee supervision.
• Procurement procedures, program implementation, monitoring, and evaluation to administer federal, state and foundation funded employment and training programs.
• Information gathering, research techniques and reporting requirements to study workforce trends and impacts on current and future labor markets.
• Applicable federal, state and local laws, policies and regulations.
• Marketing concepts that include development of a marketing plan for the organization as well as specific products and services, market segmentation and marketing communications strategies.
• Financial management techniques and procedures, including budget development, budget forecasting and creation and implementation of a resource development plan to address organizational goals and objectives.
• Modern office practices, procedures, methods and computer equipment, applications and software.
• Customer service quality assurance principles and practices.
• Research methods, report writing and records management techniques.

Ability to:

• Administer programs and projects through multiple levels of supervision.
• Develop and implement goals, objectives and multiple budgets.
• Interpret and apply federal, state and local laws, policies, regulations and procedures.
• Negotiate and administer effective employment and training service contracts with employers and/or vendors.
• Prepare effective written reports, correspondence, policies, procedures and a variety of other written materials.
• Establishing and maintaining effective working relationships with individuals of various ages, socio-economic, ethnic and educational backgrounds, often where relations may be strained.
• Use sound independent judgment, tact and discretion within general policy and procedural guidelines.
• Represent the City and the department effectively in meetings with a variety of business, educational, public and private groups.
• Make effective public presentations.
• Set priorities, coordinate numerous and competing assignments simultaneously and respond to critical deadlines.
• Accomplish assigned work and administrative tasks with minimal supervision and work both independently and as part of a team.
• Ensure that the City's philosophy regarding customer service is understood and carried out in all forms of communication.

License/Certificate

Possession and continued maintenance of a valid class C California driver’s license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

DESIRABLE QUALIFICATIONS

Administrative or management level experience is highly desirable.
RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE AMENDING THE CLASSIFICATION PLAN OF THE CIVIL SERVICE BY ADDING THE NEW JOB CLASSIFICATION OF WEB PUBLISHER BY ADDING THE CLASSIFICATION SPECIFICATIONS THEREFORE

WHEREAS, after conducting a job classification study at the request of the Office of the City Manager, the Human Resources staff has proposed an amendment to the Classification Plan of the Civil Service of the City of Sunnyvale to add the newly-established job classification of Web Publisher and to add the classification specifications therefore; and

WHEREAS, the City Council having considered such proposals and recommendations;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYVALE THAT:

1. The City Council hereby amends the Classification Plan of the Civil Service by adding the new job classification title of Web Publisher and by adding the classification specification to read as set forth in Exhibit A attached hereto.

2. Except as herein modified, the Classification Plan, Resolution No.143-77, as amended, shall remain in full force and effect.

3. This resolution shall take effect upon adoption.

Adopted by the City Council at a regular meeting held on ________, 2010, by the following vote:

AYES: ____________________________
NOES: ____________________________
ABSTAIN: ____________________________
ABSENT: ____________________________

ATTEST: ____________________________
APPROVED: ____________________________

__________________________________ ______________________________________
City Clerk Mayor

SEAL

APPROVED AS TO FORM AND LEGALITY:

__________________________________
David Kahn, City Attorney
WEB PUBLISHER

CITY OF SUNNYVALE
Established Date: 08/31/2010

**DEFINITION**

Under general direction, coordinates and maintains the City of Sunnyvale’s Internet and Intranet web sites and assists with Citywide activities that involve the coordination and dissemination of information to the public. The Web Publisher monitors, improves and updates the performance of existing web pages and/or sites to ensure that information is clear, comprehensive, easy to navigate and accurate; assists with media communications, public information, Citywide events and outreach efforts; performs various administrative duties; and, performs other duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

This single position classification is assigned to the Office of the City Manager and reports to the Communications Officer who is responsible for the City’s overall public information and communications program. The Web Publisher is further distinguished from the lower level classification of Administrative Analyst by the latter's primary focus on research, analysis and administrative duties.

**TYPICAL DUTIES** *(May include, but are not limited, to the following):*

- Maintains, evaluates, recommends and implements content and design improvements of current Internet and Intranet web sites; coordinates information gathering from City departments; obtains input relative to web page design from user departments; reviews, edits and proofreads web and communications content; follows up with departments on content deadlines and annual/regular updates.
- Ensures the clear, comprehensive, easy to navigate and accurate presentation of the City’s online communications presence on the Internet and Intranet.
- Evaluates, tracks, and reports usage of the City’s web site; recommends improvements to existing Internet and Intranet sites for increased effectiveness and efficiency utilizing statistical analysis, usage trends and appropriate social media.
• Researches and makes recommendations on web site policy issues including links standards, design standards, site management and security issues; maintains standards and procedures for web page design and site maintenance.
• Coordinates with staff in the Department of Information Technology to maintain a successful infrastructure support for web applications; performs routine updates of images, forms and text information.
• Identifies and cultivates strategic alliances with governmental and non-governmental organizations; conducts web site marketing and outreach efforts.
• Responds to community feedback regarding questions or concerns, suggestions for improvement and enhancements, and requests for information.
• Serves as a resource to City departments and to the community at large regarding the development of clear and consistent communication; provides training and guidance to staff.
• Conducts analytical research of industry related laws, researches papers and technical materials; prepares and delivers oral and written reports based on information obtained through research and analysis.
• Conducts special outreach efforts to target special population groups that may need assistance to access City services and programs.
• Assists the Communications Officer with various media and communications tasks and projects.
• Assists with and/or facilitates City and/or community activities and events.
• May act as the Communications Officer in his/her absence.

WORKING CONDITIONS

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination when using a computer keyboard. Additionally, the position requires near and far vision when reading and using a computer. Acute hearing is required when providing phone and personal service. The need to lift, push and pull files, paper and documents weighing up to 25 pounds also is required. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Education and Experience

Any combination of education and experience that provides the knowledge, skills and abilities may be qualifying. A typical way to obtain these qualifications is:

A Bachelor’s degree from an accredited college or university in computer science, information systems, business or public administration, communications, public relations, marketing or a related field and three years of progressively responsible experience developing, designing and/or maintaining a multifaceted organizational communications program.
Knowledge, Skills and Abilities

Working Knowledge of:

- Web design, development, standards and maintenance, including web server and web browser technologies, web management tools and best practices.
- Techniques used to create and edit HTML.
- Principles, practices and methods of conducting community and media relations, including public outreach efforts.
- Consensus building, active listening, strategic planning and performance measurement.
- Computer generated graphics; various forms of mass media including print, cable television, radio, social media and the Internet.
- Project management practices and principles.
- Structure and content of the English language, including grammar and rules of composition.

Ability to:

- Analyze, develop, design and maintain Internet and Intranet websites.
- Prepare Internet and Intranet documentation and graphic presentations.
- Train internal customers in the use of web applications and operating procedures.
- Operate a computer and applicable software, programs and systems.
- Form and lead Citywide and/or community-based teams to develop programs and initiatives that best support City communications goals.
- Effectively facilitate and/or coordinate City and/or community activities and events.
- Learn more complex principles, practices, techniques and regulations pertaining to assigned duties.
- Effectively influence and partner with a wide variety of City staff and the general public.
- Gain cooperation through discussion and persuasion.
- Use independent judgment and initiative in time-sensitive situations to meet deadlines; coordinate multiple projects and complex tasks simultaneously.
- Effectively organize, prioritize and follow-up on work assignments.
- Establish and maintain effective relationships with those contacted in the course of work.
- Work independently and as a member of a team.
- Prepare and maintain clear, concise and accurate administrative and technical documentation, reports and records.
- Communicate clearly and concisely, both orally and in writing; follow oral and written instructions.
- Ensure that the City’s philosophy regarding customer service is understood and carried out in all forms of communication.

License/Certificate

Possession and continued maintenance of a valid class C California driver’s license and a safe driving record or the ability to provide alternate transportation that is approved by the appointing authority.
**DESIRABLE QUALIFICATIONS**

Experience working with municipal government web sites, government media relations and/or government communications.
RESOLUTION NO. 364-09

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE AMENDING RESOLUTION NO. 190-05, THE CITY’S SALARY RESOLUTION, BY AMENDING THE PAY SCHEDULE FOR PAY PLAN CATEGORY B (MISCELLANEOUS CLASSIFIED EMPLOYEES)

WHEREAS, by separate resolution, the City's Classification Plan, has been amended to add the new classification of Web Publisher for which a pay schedule must be added to the City's Salary Resolution No. 190-05;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYVALE THAT Section 2.100 of Resolution No. 190-05 is hereby amended by modifying Pay Plan Category B (Miscellaneous Classified Employees) by adding the following classification, as set forth below:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Job Code</th>
<th>Range</th>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
<th>Step 5</th>
<th>Step 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Publisher</td>
<td>2540</td>
<td>706</td>
<td>31.8677</td>
<td>33.4611</td>
<td>35.1341</td>
<td>36.8909</td>
<td>38.7354</td>
<td>40.6722</td>
</tr>
</tbody>
</table>

Adopted by the City Council of the City of Sunnyvale at a regular meeting held on _______, 2010, by the following vote:

AYES: ________________________________
ABSTAIN: ________________________________
NOES: ________________________________
ABSENT: ________________________________

ATTEST: ________________________________
APPROVED: ________________________________

______________________________________
City Clerk
(SEAL)

______________________________________
Mayor

APPROVED AS TO FORM AND LEGALITY:

______________________________________
David Kahn, City Attorney
RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE AMENDING RESOLUTION NO. 190-05, THE CITY’S SALARY RESOLUTION, BY AMENDING THE PAY SCHEDULE FOR PAY PLAN CATEGORY D/E (CLASSIFIED MANAGEMENT EMPLOYEES)

WHEREAS, by separate resolution, the City's Classification Plan, has been amended to add the new classification of Web Publisher for which a pay schedule must be added to the City's Salary Resolution No. 190-05;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYVALE THAT Section 2.300 of Resolution No. 190-05 is hereby amended by modifying Pay Plan Category D/E (Classified Management Employees) by amending the following classification, as set forth below:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Job Code</th>
<th>Grade</th>
<th>Range Minimum</th>
<th>Range Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager of Business Operations</td>
<td>0209</td>
<td>19</td>
<td>$107,432</td>
<td>$126,391</td>
</tr>
<tr>
<td>Manager of Job Seeker Services</td>
<td>0211</td>
<td>19</td>
<td>$107,432</td>
<td>$126,391</td>
</tr>
</tbody>
</table>

Adopted by the City Council of the City of Sunnyvale at a regular meeting held on ________, 2010, by the following vote:

AYES:  
ABSTAIN:  
NOES:  
ABSENT:  

ATTEST: 

APPROVED:

____________________________________  __________________________________
City Clerk                        Mayor  
(SEAL)  

APPROVED AS TO FORM AND LEGALITY:

____________________________________ 
David Kahn, City Attorney