

County Council of Cuyahoga County, Ohio

Resolution No. R2016-0035

Sponsored by: Councilmember Conwell on behalf of Cuyahoga County Personnel Review Commission	A Resolution adopting various changes to the Cuyahoga County Non-bargaining Classification Plan, and declaring the necessity that this Resolution become immediately effective.
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WHEREAS, Section 9.03 of the Charter of Cuyahoga County states that the Cuyahoga County Personnel Review Commission shall administer a clear, countywide classification and salary administration system for technical, specialist, administrative and clerical functions with a limited number of broad pay ranges within each classification; and

WHEREAS, Section 2.10 of the Cuyahoga County Personnel Policies and Procedures Manual (Ordinances No. O2011-0015 and O2011-0028) states that the employment of all classified County employees is subject to the provisions of the Ohio Revised Code, the Ohio Administrative Code, the Cuyahoga County Administrative Rules and the Policies and Procedures Manual; and

WHEREAS, the Cuyahoga County Personnel Review Commission submitted several proposed changes to the Cuyahoga County Non-bargaining Classification Plan; and

WHEREAS, the Personnel Review Commission considered this matter and has undergone significant review, evaluation and modification of such submitted changes to the Cuyahoga County Non-bargaining Classification Plan; and

WHEREAS, on February 3, 2016, the Personnel Review Commission met and recommended the classification changes (attached hereto as Exhibits A and B), and recommended to County Council the formal adoption and implementation of the attached changes; and

WHEREAS, it is necessary that this Resolution become immediately effective in order that critical services provided by Cuyahoga County can continue and to provide for the usual, daily operation of a County entity.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNTY COUNCIL OF CUYAHOGA COUNTY, OHIO:

SECTION 1. That the Cuyahoga County Council hereby adopts the following changes to the Cuyahoga County Non-bargaining Classification Plan:

Proposed Revised Classifications:

Exhibit A: Class Title: *Multi-Media Designer 2*
Number: 1053241
Pay Grade: 10B
*Revise title to *Multi-Media Designer*. Change pay grade from 10B to 11B and revise functions to include additional duties and responsibilities assumed.

Exhibit B: Class Title: *Multi-Media Developer*
Number: 1053243
Pay Grade: 14B
*Revise title to *Multi-Media Manager* to reflect management responsibilities. Change pay grade from 14B to 15B. Revised functions to include additional duties and responsibilities assumed.

SECTION 2. It is necessary that this Resolution become immediately effective for the usual daily operation of the County; the preservation of public peace, health, or safety in the County; and any additional reasons set forth in the preamble. Provided that this Resolution receives the affirmative vote of at least eight members of Council, it shall take effect and be in force immediately upon the earliest occurrence of any of the following: (1) its approval by the County Executive through signature, (2) the expiration of the time during which it may be disapproved by the County Executive under Section 3.10(6) of the Cuyahoga County Charter, or (3) its passage by at least eight members of Council after disapproval pursuant to Section 3.10(7) of the Cuyahoga County Charter. Otherwise, it shall take effect and be in force from and after the earliest period allowed by law.

SECTION 3. It is found and determined that all formal actions of this Council relating to the adoption of this Resolution were adopted in an open meeting of the Council, and that all deliberations of this Council and of any of its committees that resulted in such formal action were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

On a motion by Ms. Conwell, seconded by Mr. Brady, the foregoing Resolution was duly adopted.

Yeas: Germana, Gallagher, Schron, Conwell, Jones, Brown, Hairston, Simon, Greenspan, Miller and Brady

Nays: None

Sam Brady
County Council President

3/9/2016
Date

[Signature]
County Executive

3-9-16
Date

[Signature]
Clerk of Council

3/8/2016
Date

First Reading/Referred to Committee: February 9, 2016
Committee(s) Assigned: Human Resources, Appointments & Equity

Journal CC021
March 8, 2016

CUYAHOGA COUNTY CLASSIFICATION SPECIFICATION

Class Title:	Multi-Media Designer	Class Number:	1053241
FLSA:	Exempt	Pay Grade:	11B
Dept:	Information Technology		

Classification Function

The purpose of the classification is to capture, direct, and edit video productions including in-studio, on-location, live events, and special projects. This class participates in the design, implementation and maintenance of audio/video (A/V) systems including live streams, video on demand, public service announcements, and other government programming which may include broadcast television. This classification requires technical and creative skills, and contributes to the enhancement of the County's branding efforts through high quality productions.

Distinguishing Characteristics

This is a journey level classification, working under the direction of a Multi-Media Manager. This position receives instruction or assistance only as unusual situations arise and are expected to exercise independent judgment and initiative. The employee in this class is expected to be fully aware of the operating policies and procedures of the work unit and to perform the full range of duties assigned. This class is distinguished from the Multi-Media Manager in that the later supervises this class and performs the more complex work of the unit.

Essential Job Functions

The following duties are normal for this classification. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- 35% +/- 10%
- Captures, directs, and edits video productions including in-studio, on-location, live events, and special projects (e.g. - utilizes creative storytelling to drive the conception and development of original content from ideation to storyboarding, to piloting, to multimedia program production; produces, shoots, and edits visual communication projects and optimizes media for various formats; setup lighting; pack and transport necessary audio, video, lighting gear and grip equipment to remote locations; ensures composition, focus, exposure, audio levels and video signals for proper guidelines and results; edits video clips and utilize additional footage, broadcast graphics, music, sound to engage the audience).
- 25% +/- 10%
- Administers technical video engineering and conducts research to stay up to date on current technologies (e.g. – administers functional operation of hardware and software systems; plan and develop custom technical solutions to meet client requirements and requests; research equipment, hardware, software, technology and high-end storage systems).
- 15% +/- 10%
- Designs graphics and animations for print, web, and digital applications (e.g. – produce designs and develops work for web pages; develop video branding and informational slides related to specific projects; design broadcast ready graphics and animations to help the audience visualize complex information and statistics).

15% +/- 10%

Multi-Media Designer

- Manages client account services (e.g. - communicates, plans, and executes complex projects with various agencies and levels of administration to fulfill their media strategies; develop ideas and communicate opportunities with end clients). 10% +/- 5%
- Captures, directs and edits photography (e.g. – Schedules, plans, and coordinates photography session and photography related projects for marketing, advertising, and communication initiatives; edits and enhances the appearance and level of professionalism in finalized photos).

Minimum Training and Experience Required to Perform Essential Job Functions

Bachelor's degree in Visual Communications, Digital Art / Design, Film, or a related field with two (2) years previous experience that includes photography, videography, film editing or a related field; or any equivalent combination of training and experience.

Valid Ohio driver license, proof of automobile insurance, and a reliable vehicle.

Additional Requirements

No special license or certification is required.

Minimum Physical and Mental Abilities Required to Perform Essential Job Functions

Data Utilization

- Requires the ability to perform mid-level data analysis including the ability to audit, deduce, assess, conclude and appraise. Requires discretion in determining and referencing such to established criteria to define consequences and develop alternatives.

Physical Requirements

- Ability to operate a variety of automated office machines including computer and peripheral equipment and a variety of cameras, lighting equipment and light-board, production equipment, AV equipment, voice recorders, and various other technologies and software utilized by the county.

Mathematical Ability

- Ability to add, subtract, multiply, divide and calculate decimals and percentages, and make use of the principles of algebra, geometry.

Language Ability & Interpersonal Communication

- Ability to comprehend a variety of informational documents including project concepts, agency promotional and operational material, video release forms, billing invoices, and other reports and records.
- Ability to comprehend a variety of reference books and materials including departmental and County policy manual, software manuals, video productions, editing tutorial guides, and various other handbooks and manuals.
- Ability to prepare project ideas, project proposals, project outlines, scripts, customer service requests, project invoices, time-sheets, status reports, budget information, and other job related documents using prescribed format and conforming to all rules of punctuation, grammar, diction and style.

Multi-Media Designer

- Ability to use and interpret marketing, video and audio production, web and network, AV systems, schematic drawings, construction blueprints, renderings, and sound mastering terminology and language.
- Ability to communicate with County Council Members, Executive leadership, staff, clients, vendors, contractors, departmental employees, and administrators.

Environmental Adaptability

- Work is typically performed in an office environment and at field locations.
- Work in the field locations can be exposed to weather conditions.

Cuyahoga County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

CUYAHOGA COUNTY CLASSIFICATION SPECIFICATION

Class Title:	Multi-Media Manager	Class Number:	1053242
FLSA:	Exempt	Pay Grade:	15B
Dept:	Information Technology Department		

Classification Function

The purpose of the classification is to manage the technical production of video media activities initiated, generated and produced by County staff. The person in this class is responsible for overseeing internal and external resources, client relations, and content creation and dissemination. This class participates in the design, implementation and maintenance of audio/video (A/V) systems including live streams, video on demand, public service announcements, and other government programming which may include broadcast television. This classification requires technical and creative skills, and contributes to the enhancement of the County's branding efforts through high quality productions.

Distinguishing Characteristics

This is a professional, management-level class working under the direction of a unit administrator. This position is responsible for monitoring the work of outside service vendors as well as supervising and participating with staff. The employee in this class uses interpersonal communication, analytical and problem solving skills, as well as technical skills to demonstrate the ability to think creatively and provide marketable solutions in developing and producing content. Incumbents are responsible for all aspects of the daily management and long-term strategic planning and direction of multimedia development for the county. This class requires extensive knowledge of multimedia, A/V, video equipment, systems and programs.

Essential Job Functions

The following duties are normal for this classification. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Administers projects and manages client relations (e.g. - gathers project requirements, reviews project proposals, prepares status reports, and monitors projects to ensure that they remain on schedule, within budget and are in alignment with current technical standards; effectively communicates business objectives; reviews and researches client concerns and acts as lead collaborative with client, communication team, web designers, and productions staff to ensure brand consistency). 30% +/- 10%

- Captures, directs and edits all Cuyahoga County video productions including in-studio, on-location, live events, and special projects (e.g. - produces original client driven multimedia content and AV system solutions; utilizes creative storytelling to drive the conception and development of original content from ideation to storyboarding, to piloting, to multimedia program production; use aesthetic judgment and presentation skills to stylize assigned programs; produces, shoots, and edits high definition video and optimizes media for various formats). 30% +/- 10%

- Provides supervision of assigned staff; prioritizes, assigns, reviews, and coordinates work (e.g. - consults with staff to review work requirements, status, and problems; assists staff with complex or 25% +/- 10%

Multi-Media Manager

problem situations; prepares employee performance evaluations as scheduled or required; interviews and recommends new hires; identifies opportunities for improvement and makes constructive suggestions; delegates and reviews tasks and project reviews).

15% +/- 10%

- Oversees and maintains production facilities including studio, meeting control rooms, edit stations & equipment rooms to ensure proper setup, use and maintenance of production areas and equipment (e.g. - oversees the work of vendors including A/V installation, configuration and maintenance; monitors and evaluates the efficiency and effectiveness of multimedia delivery methods and procedures, and makes recommendations for improvements; conducts research for production equipment purchases and provides budgetary pricing and purchase recommendations for future needs and advances in technology).

Minimum Training and Experience Required to Perform Essential Job Functions

Bachelor's degree in communications, video productions, management, digital media, or a related field with six (6) years previous experience involving photography, videography, digital editing, storytelling, or related experience; or any equivalent combination of training and experience.

Valid Ohio driver license, proof of automobile insurance, and a reliable vehicle.

Additional Requirements

No special license or certification is required.

Minimum Physical and Mental Abilities Required to Perform Essential Job Functions

Data Utilization

- Requires the ability to perform mid-level data analysis including the ability to audit, deduce, assess, conclude and appraise. Requires discretion in determining and referencing such to established criteria to define consequences and develop alternatives.

Physical Requirements

- Ability to operate a variety of automated office machines including computer and peripheral equipment and a variety of cameras, lighting equipment and light-board, production equipment, AV equipment, voice recorders, and various other technologies and software utilized by the county.

Supervisory Responsibilities

- Ability to assign, review, plan and coordinate the work of other employees and to maintain standards.
- Ability to provide instruction and training to other employees.
- Ability to solve and act on employee problems.
- Ability to recommend the transfer, selection, evaluating, or promotion of employees.

Multi-Media Manager

- Ability to recommend and act on the discipline or discharge of employees.

Mathematical Ability

- Ability to add, subtract, multiply, divide and calculate decimals and percentages, and make use of the principles of algebra, geometry.

Language Ability & Interpersonal Communication

- Ability to comprehend a variety of informational documents including project concepts, agency promotional and operational material, video release forms, billing invoices, performance evaluations forms, and other reports and records.
- Ability to comprehend a variety of reference books and materials including departmental and County policy manual, software manuals, video productions, editing tutorial guides, and various other handbooks and manuals.
- Ability to prepare project ideas, project proposals, project outlines, scripts, customer service requests, project invoices, time-sheets, status reports, budget information, and other job related documents using prescribed format and conforming to all rules of punctuation, grammar, diction and style.
- Ability to supervise and counsel employees, convince and influence others, to record and deliver information, to explain procedures, to follow instructions.
- Ability to use and interpret marketing, video and audio production, web and network, AV systems, schematic drawings, construction blueprints, renderings, and sound mastering terminology and language.
- Ability to communicate with County Council Members, Executive leadership, staff, clients, vendors, contractors, departmental employees, and administrators.

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