

RESOLUTION NO. 2023 - 27

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HUNTINGTON BEACH
AMENDING THE CITY'S CLASSIFICATION PLAN
BY ADDING THE CLASSIFICATIONS OF
GRAPHIC DESIGNER, MULTIMEDIA OFFICER, AND MUNICIPAL RECORDS
MANAGER

WHEREAS, the City Council of Huntington Beach wishes to amend the City's Classification Plan;

NOW, THEREFORE, the City Council of the City of Huntington Beach does hereby resolve that the Classification Plan be amended as follows:

A. Add the new classification of GRAPHIC DESIGNER and establish compensation at \$57,247.84 - \$76,716.64 as set forth in Exhibit A, which is attached hereto and incorporated by this reference.

B. Add the new classification of MULTIMEDIA OFFICER and establish compensation at \$106,092.48 - \$142,174.24 as set forth in Exhibit B, which is attached hereto and incorporated by this reference.

C. Add the new classification title of MUNICIPAL RECORDS MANAGER and establish compensation at \$86,087.04 - 115,363.04. The classification description to be finalized at a later date.

PASSED AND ADOPTED by the City Council of the City of Huntington Beach at a regular meeting thereof held on the ____ day of _____, 2023.

Mayor

REVIEWED AND APPROVED:

APPROVED AS TO FORM:

City Manager



City Attorney

INITIATED AND APPROVED:



Interim Director of Human Resources

EXHIBIT A

CITY OF HUNTINGTON BEACH CLASS SPECIFICATION



TITLE: GRAPHIC DESIGNER

CITY COUNCIL APPROVAL:	
JOB CODE: EMPLOYMENT STATUS: UNIT REPRESENTATION: FLSA STATUS: EEOC CODE:	TBD REGULAR FULL-TIME HBMT NON-EXEMPT TECHNICIANS

JOB SUMMARY

Under general supervision, designs and provides varied camera-ready graphics materials for print, digital, and video production for a wide range of City projects, programs, and citywide initiatives using both traditional and computerized techniques. Coordinates printing, installation, and posting of communication and materials as necessary.

SUPERVISION RECEIVED AND EXERCISED

Report to: Public Affairs Manager or as designed by Department Head.

DISTINGUISHING CHARACTERISTICS

This is a journey-level classification requiring use of a wide variety of graphics design, graphics and related software with skill. Incumbents have considerable independence in working with internal customers to produce output that meets the creative, quality control, and scheduling expectations of internal customers. Additionally, incumbents work with City staff and outside vendors to coordinate final productions. Incumbents are guided in their work by a framework of established procedures and supervisory support.

EXAMPLES OF ESSENTIAL DUTIES:

- Coordinates with department staff to gather information and materials in order to plan and deliver marketing and visual communications concepts
- Confer with and assist City staff with project requests, printing and reproduction requirements, branding guidelines, and design best practices
- Under general supervision, develops and designs assets for use in web, social media, print and video platforms

CITY OF HUNTINGTON BEACH
CLASS SPECIFICATION



TITLE: GRAPHIC DESIGNER

- Produces accurate and visually interesting print and motion graphics, layouts or illustrations to convey a wide variety of information
- Produces coordinated various graphic designs for public information/community engagement campaigns and City programs, which includes brochures, posters, flyers, booklets, social media, newsletters, publications, presentations, banners, decals, signs, reports, other promotional materials, etc.
- Uses a digital camera to take photographs at City events and headshots; selects, edits, manipulates, and retouches photographs for design projects and catalogs. Maintains digital photo images
- Tracks, monitors, and maintains project status in order to deliver final products in a timely manner
- Manages timelines for multiple design projects from conception to final production, including installation of print work and implementation of digital work from approved consultants and vendors, such as printers and photographic studios
- Monitors and assists with updating website content and maintaining graphic standards across the site
- Meticulously manages a large inventory of digital artwork while maintaining file structure and naming conventions
- Answers inquires on all phases of design work and makes recommendations for improvements
- Proofreads work to ensure completeness, accuracy, format integrity, and alignment with the brand, programs, and initiatives
- Performs checks to verify adherence to color and material quality standards for all print and production materials
- Reports to work as scheduled and works various hours, including nights and weekends as required
- Maintains regular and consistent attendance record
- Performs other related duties, as required

The preceding duties have been provided as examples of the essential types of work performed by positions within this job classification. The City, at its discretion, may add, modify, change or rescind work assignments as needed.

CITY OF HUNTINGTON BEACH

CLASS SPECIFICATION



TITLE: GRAPHIC DESIGNER

MINIMUM QUALIFICATIONS

Knowledge of:

- Principles, practices, and techniques for branding, marketing, and contemporary print and motion graphic design
- Advanced knowledge of business English, spelling, punctuation and vocabulary; skill in quality control and proofreading
- Effective communication methods of branding and communication via design
- Computer graphics programs including but not limited to: Adobe Creative Cloud, Acrobat, After Effects, Illustrator, InDesign, Photoshop, PowerPoint, Premier, Canva.com or other specialized computer software
- Software innovations that may improve the City's public communications
- Software used in the editing and manipulation of photographs, the design and creation of electronic/print specifications and the creation of visual communications
- Printing and reproduction processes and layout/design implications
- Recordkeeping principles and procedures and general office practices
- Effective customer service techniques

Ability to:

- Create and produce attractive print and motion graphic designs, illustrations, brochures, and other publications using established branding guide
- Exercise judgment, decisiveness and creativity involved in the evaluation of information, identify/analyze potential problems, and recommend creative solutions for assigned projects
- Communicate effectively, both orally and in writing
- Follow oral and written instructions
- Understand and follow the City's rules and procedures
- Pay attention to details with ability to work under pressure to meet deadlines for multiple projects
- Establish and maintain effective and cooperative working relationships with City employees, vendors, and the general public.
- Provide effective customer service to internal and external customers

Education: An Associate's degree in Graphic Design, Graphic Arts, or closely related field.

CITY OF HUNTINGTON BEACH
CLASS SPECIFICATION



TITLE: GRAPHIC DESIGNER

Experience: At least three (3) years of professional working experience in the field of graphic design. Public sector work experience is desirable.

License/Certificates: A valid California Class C driver license with an acceptable driving record required by time of appointment and throughout employment.

SPECIAL CONDITIONS

Employees who may drive a city or personal vehicle in the course and scope of work shall be required to participate in the DMV Employer Pull Notice program.

Public Employee Disaster Service Worker: In accordance with Government Code Section 3100, all Huntington Beach city employees are required to perform assigned disaster service worker duties in the event of an emergency or a disaster.

PHYSICAL TASKS AND ENVIRONMENTAL CONDITIONS

The incumbent must be able to meet the physical requirements of the job class and have mobility, balance, coordination, vision, hearing and dexterity levels appropriate to the duties to be performed.

Work is performed in a general office environment, requiring sitting for prolonged periods of time; standing and walking to retrieve work files or to other departments or office locations; leaning, bending and stooping to perform work behind a desk or to retrieve information; pushing, turning or twisting to move chair or body from desk; reaching to place or retrieve files or open file drawers or cabinets; light grasping to hold a writing instrument or documents; firm grasping as needed to lift and carry work files or operate office equipment; finger dexterity to type on a computer keyboard; and, hearing and speaking to answer the telephone or answer questions of co-workers and subordinates. Work may necessitate some lifting, carrying, pushing and/or pulling of objects and materials of light weight (10-20 pounds).

Reasonable accommodation(s) for an individual with a qualified disability will be considered on a case-by-case basis.

EXHIBIT B

CITY OF HUNTINGTON BEACH CLASS SPECIFICATION



TITLE: MULTIMEDIA OFFICER

CITY COUNCIL APPROVAL:	
JOB CODE:	TBD
EMPLOYMENT STATUS:	REGULAR FULL-TIME
UNIT REPRESENTATION:	MEO
FLSA STATUS:	EXEMPT
EEOC CODE:	PROFESSIONALS

JOB SUMMARY

Under general supervision, plans, coordinates, and administers the operations of the City's Huntington Beach Cable Television (HBTV), YouTube Channel, and online digital content.

SUPERVISION RECEIVED AND EXERCISED

Report to: Public Affairs Manager or as designed by Department Head.
Supervises: Clerical and/or Part-Time staff

DISTINGUISHING CHARACTERISTICS

This is a journey-level classification where incumbents are required to perform highly technical production and administration of programming and streaming for the City's HBTV program.

EXAMPLES OF ESSENTIAL DUTIES:

- Produce and direct video productions, including script writing, editing, lighting, audio design, voice-specialists, and formal design
- Produces, directs, technically operates, and broadcasts seminars and performances
- Directs the production of live audio/video City productions, including, but not limited to, community events, town halls, commission meetings, and other events
- Directs programming and coordinates operation of contractors, cameras, equipment, graphics, and technical setup
- Builds and schedules HBTV programming. Oversees the City's TV website, YouTube Channel, and other City video content

CITY OF HUNTINGTON BEACH
CLASS SPECIFICATION



TITLE: MULTIMEDIA OFFICER

- Oversees the development of the HBTB production facility, including equipment acquisition and replacement. Makes recommendations on equipment selection for the facility
- Schedules the use of HBTB production facilities for live, taped, and remote productions
- Working with Public Affairs Manager, prepares and administers the City's annual HBTB program budget including projection of future needs for new equipment, repairs, maintenance as well as programming related expenditures. Monitors expenditures
- Keeps abreast of changes in cable-related technology; informs Public Affairs Manager of changes and makes adjustments accordingly
- Oversees the work of contractors performing media related functions as appropriate and address any issues to Public Affairs Manager
- Monitors and reports on industry and legislative matters impacting the City's cable television policies, programs, and applications
- Reports to work as scheduled and works various hours, including nights and weekends as required
- Maintains regular and consistent attendance record
- Performs other related duties, as required

The preceding duties have been provided as examples of the essential types of work performed by positions within this job classification. The City, at its discretion, may add, modify, change or rescind work assignments as needed.

MINIMUM QUALIFICATIONS

Knowledge of:

- Principles and methods of cable television technology and TV production
- Principles and methods of managing a government access channel
- Current federal, state and local laws and practices regulating government access channels and cable television systems
- Video and related television production equipment
- Budget development and expenditure monitoring
- Contracts administration and bidding practices and procedures
- Modern principles of office management and organization
- Public Relations techniques

CITY OF HUNTINGTON BEACH
CLASS SPECIFICATION



TITLE: MULTIMEDIA OFFICER

- Report writing and project management
- Recordkeeping principles and procedures and general office practices
- English usage, spelling, grammar, and punctuation
- Effective customer service techniques

Ability to:

- Plan, manage and coordinate the operation of City's public cable channel TV station and production
- Operate a variety of complex video and digital composing programs and equipment and troubleshoot as required
- Read and interpret complex statutes, guidelines and regulations
- Accommodate scheduled evening and weekend productions to provide on-site coordination, service and assistance
- Plan, organize, and schedule work independently and maintain work effectiveness with multiple deadlines and frequent changes in workload and priority of assignments
- Meet deadlines and successfully manage timelines for multiple projects
- Exercise judgment, decisiveness and creativity involved in the evaluation of information, identify potential problems, and recommend creative solutions for assigned projects
- Communicate effectively, both orally and in writing
- Establish and maintain effective and cooperative working relationships with City employees, public agencies, vendors, and the general public.
- Provide effective customer service to internal and external customers

Education: Bachelor's Degree from an accredited college or university in Communications, Television/Video/Film Production, Public Relations, Public or Business Administration, or related field. An additional three (3) years (for a total of eight years) of directly related experience in addition to an Associate's Degree in a related field may be substituted for the Bachelor's Degree.

Experience: Five (5) years of recent, full-time experience in multimedia production/broadcasting.

License/Certificates: A valid California Class C driver license with an acceptable driving record required by time of appointment and throughout employment.

**CITY OF HUNTINGTON BEACH
CLASS SPECIFICATION**



TITLE: MULTIMEDIA OFFICER

SPECIAL CONDITIONS

Employees who may drive a city or personal vehicle in the course and scope of work shall be required to participate in the DMV Employer Pull Notice program.

Public Employee Disaster Service Worker: In accordance with Government Code Section 3100, all Huntington Beach city employees are required to perform assigned disaster service worker duties in the event of an emergency or a disaster.

PHYSICAL TASKS AND ENVIRONMENTAL CONDITIONS

The incumbent must be able to meet the physical requirements of the job class and have mobility, balance, coordination, vision, hearing and dexterity levels appropriate to the duties to be performed.

This position may require evening and weekend work. Must be available to attend meetings, make public presentations and travel to various work sites.

Work is performed in a general office environment and/or television production studio, requiring sitting for prolonged periods of time; standing and walking to retrieve work files or to other departments or office locations; leaning, bending and stooping to perform work behind a desk or to retrieve information; pushing, turning or twisting to move chair or body from desk; reaching to place or retrieve files or open file drawers or cabinets; light grasping to hold a writing instrument or documents; firm grasping as needed to lift and carry work files or operate office equipment; finger dexterity to type on a computer keyboard; and, hearing and speaking to answer the telephone or answer questions of co-workers and subordinates. Work may necessitate some lifting, carrying, pushing and/or pulling of objects, materials, and equipment up to 50 pounds.

When work is performed outdoors or at events, there is full exposure to various weather conditions.

Reasonable accommodation(s) for an individual with a qualified disability will be considered on a case-by-case basis.