



Human Resources Office

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MEMORANDUM

Date: April 5, 2021

To: Finance & Administrative Services Committee

Through: Gary Gibson, County Administrator

From: John Light, Director of Human Resources

Subject: Communications Division – Restructuring/Reclassification(s) request

Issue

The Communications Division needs to align human capital to positions and tasks which will help it meet the changing needs of the organization.

Analysis

We compared the existing organizational structure and examined it against the strategic goals of the Board along with the diverse needs of the Lake County Community.

Our analysis showed a need to realign the positions in the Division to improve the services we provide the citizens, making specific inroads into areas of social media and increasing the ability of the division to communicate and engage a broader audience.

The proposed restructuring will use savings generated by lowering the salary grades of vacant positions along with the employment status (FT vs. PT) to pay for (offset) the additional expense of increasing the salary grades and changing the employment status of other positions.

In conclusion, our analysis found:

- The new structure is more equitable
- Increases the ability of the division to work on outreach to underserved communities
- Does not increase FTE
- Expense neutral

Recommendation

We recommend the Committee approve the restructuring of the Communications Division and specifically reclassify:

- Communications Coordinator from a FT position grade K8 to Associate Communications Specialist, PT position grade K6
- Assistant Communications Specialist PT, K5 to Associate Communications Specialist, FT, K6.
- Multi-Media Specialist (Outreach), FT K6 to grade K5 (same as other Multi-Media Specialist).

COMMUNICATIONS TEAM

Production Team

Digital Media Specialist (TV)
K7

Multi-Media Specialist (Graphics)
K5

Multi-Media Specialist (Website)
K5

Multi-Media Specialist (Outreach)
Vacant / Unfunded
Reclassify from K6 to K5

Producer/Videographer (PT)
S3
Partially Funded / Furloughed

Chief Communications Officer
M12

Deputy Communications Officer
M9

Receptionist (PT)
S2

Receptionist (PT)
S2

Content Team

Associate Comm Specialist
K6

Communications Coordinator
Reclassify from FT K8 to PT K6
Change title to Assoc Comm Specialist

Assistant Comm Specialist (PT)
Reclassify PT K5 to FT K6
Change title to Assoc Comm Specialist

CAO Intern
Vacant/ Unfunded
Temporary reclassification to K6
Change title to Assoc Comm Specialist
COVID Funded

ACTIONS

No FTE or Budget Increase

Reclassify:

- Communications Coordinator from FT K8 to PT K6
 - Change title to Associate Communications Specialist
- Assistant Communications Specialist from PT K5 to FT K6
 - Change title to Associate Communications Specialist
- CAO Intern to Temporary K6
 - Change title to Associate Communication Specialist
 - COVID funded (contract/grant)
- Multi-Media Specialist from K6 to K5 (unfunded)

Reinstate:

- PT Producer/Videographer (partially funded)

Reclassify

Partially Funded

COVID Funded