

From: Howington, Jane
Sent: Friday, November 14, 2014 9:18 AM
To: City Council and Mayor
Cc: Roberts, Jody; Wiedie, Chuck
Subject: Creative Group contract request

Please see the following information regarding questions raised on Wednesday evening relative to the current contract with the Creative Group and the request to renew for 2014.

Please let me know if I can provide additional information.

Thanks.

Jane

From: Roberts, Jody
Sent: Thursday, November 13, 2014 7:34 PM
To: Howington, Jane
Cc: Wiedie, Chuck
Subject:

Jane,

In response to Council's request for additional information about the temporary Communications Specialist contracted position, here is some background and a description of responsibilities.

Background

The temporary Communications Specialist position is not a new position. It was originally approved by Council in legislation in 2013 (see attached). The Creative Group has provided temporary employees with journalism and communications skills since Council's approval. The current legislation before Council is for the same position for 2014.

The position was originally created to help increase the communications to and from citizens as per City Council's strategic goals. The Communications Specialist assists the Communications Manager by providing communications support, assists with Ellsworth Meadows, EMS, economic development communications and marketing and coordinates special events, among other responsibilities. There are synergies between needs of Communications and Economic Development, and we have utilized those synergies to create a combined position, which has worked well for both departments. The position is funded through both Administration and Economic Development.

Primary responsibilities of the position are to:

- Assist the Communications Manager and Economic Development Director with the implementation of external and internal communications.
- Serve as writer and/or editor on multiple topics for a variety of communications (i.e. letters, correspondence, publications, press releases, advertisements, speeches, announcements, articles).

- Maintain and update the City website and assist the Communications Manager in posting content to and the monitoring of social media sites.
- Coordinate the production and distribution of electronic newsletters for several City departments and organizations.
- Help provide marketing resources and communications for Ellsworth Meadows, EMS, and other City department as needed.
- Maintain and develop content for communications with businesses and community organizations.
- Coordinate, schedule, and monitor special events.
- Perform a variety of administrative tasks; conduct research and gather information for meetings and reports; maintain databases, spreadsheets and files.
- Maintain department manager's calendar; arrange appointments and make travel and lodging arrangements.
- Answer phones and handle inquiries from citizens, City officials and other staff members.
- Handle confidential and privileged information; use discretion and maintain strict confidentiality when required.
- Provide administrative support for City boards/commissions, including meeting minutes.

I hope this provides Council with a better understanding of this existing position. I would be happy to speak with any Council member who might want to discuss the position and its value to our communications/economic development efforts.

Jody Roberts
Communications Manager
City of Hudson Ohio
330-342-9539

A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH THE CREATIVE GROUP FOR TEMPORARY STAFFING; AND DECLARING AN EMERGENCY.

WHEREAS, the City Manager and Director of Finance have recommended that the City enter into an outside agency staffing agreement to supplement City staffing when needed for the Department of Economic Development and the City Manager's Office; and,

WHEREAS, this Council wishes to authorize the City Manager to contract with an outside staffing agency for this purpose.

NOW, THEREFORE, Be It Resolved by the Council of the City of Hudson, County of Summit, State of Ohio, that:

Sections 1: The City Manager is authorized to enter into a contract with The Creative Group for outside contractual staffing as needed for the City in an amount not to exceed \$50,000 for calendar year 2013 and retroactive to January 1, 2013.

Section 2: This Resolution is declared to be an emergency measure necessary for the immediate preservation of the public health, safety and welfare and for the further reason that it is immediately necessary to continue meeting temporary staffing needs of various departments and offices in the City in order to continue much needed City services; wherefore, this Resolution shall be in effect immediately upon its passage provided it receives the affirmative vote of five members of Council except that six affirmative votes shall be required if all members are present; otherwise, it shall be in full force and effect from and after the earliest period allowed by law.


PASSED: June 19, 2013


William A. Currin, Mayor

ATTEST:


Elizabeth Slagle, Clerk of Council

I certify that the foregoing Resolution was duly passed by the Council of said Municipality on June 19, 2013.


Elizabeth Slagle, Clerk of Council