

ORDINANCE NO. 44-22

AN ORDINANCE AMENDING SECTIONS 31.02(E) AND 31.07 OF THE SALARIES AND BENEFITS CODE OF THE CITY OF MEDINA, OHIO RELATIVE TO THE PAY RATE AND JOB DESCRIPTION FOR THE TRAVEL AIDE / MARKETING COORDINATOR AT THE MEDINA COMMUNITY RECREATION CENTER, AND DECLARING AN EMERGENCY.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF MEDINA, OHIO:

- SEC. 1:** That in accordance with 31.07 of the Salaries and Benefits Code of the City of Medina, the revised job description for the “Marketing Coordinator” is hereby accepted and a copy of the revised job description is marked Exhibit A, attached hereto and incorporated herein.
- SEC. 2:** That Section 31.02(E) of the Salaries and Benefits Code of the City of Medina pertaining to the Marketing Coordinator position shall be amended by increasing the pay rate from RC23 to RC31.
- SEC. 3:** That a copy of the amended pay scale is marked Exhibit B, attached hereto and incorporated herein.
- SEC. 4:** That it is found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with the law.
- SEC. 5:** That this Ordinance shall be considered an emergency measure necessary for the immediate preservation of the public peace, health and safety, and to begin advertising for vacant position to fulfill monthly marketing schedules; wherefore, this Ordinance shall be in full force and effect immediately upon its passage and signature by the Mayor.

PASSED: March 14, 2022

SIGNED: John M. Coyne, III
President of Council

ATTEST: Kathy Patton
Clerk of Council

APPROVED: March 15, 2022

SIGNED: Dennis Hanwell
Mayor

**THE CITY OF MEDINA
JOB DESCRIPTION**

NEW
ORD. 44-22
Exhibit A

TITLE: Marketing Coordinator

REPORTS TO: Recreation Center Office Administrator

DEPARTMENT/DIVISION: Recreation

CIVIL SERVICES STATUS: Unclassified

JOB STATUS: Part-Time

EXEMPT STATUS: Non-exempt

CLASSIFICATION FEATURES: Under the direction of the Office Administrator, this individual will be responsible for assisting the MCRC Managers with marketing strategies including but not limited to: the design, development and distribution of MCRC Program Brochures, Facility Brochures, Program Flyers, Inserts, Cable Ads, Social Media, Digital Marketing, and all other facets of advertising/marketing. This individual will enhance the overall advertising and marketing of the MCRC and all its programs, activities, and special events.

ESSENTIAL JOB FUNCTIONS:

Assist MCRC managers with the development of marketing and promotions of the MCRC, programs, activities and special events.

Responsible for an annual digital marketing plan. Includes creating posts and content to develop an online presence to reach new customers as well as build relationships with existing customers.

Assist with website content management and updates.

Assist in developing and maintaining a master calendar of advertising and promotions of the MCRC, programs, special events, and promotions.

Assist with developing a contact list with local businesses, corporations, and organizations for the purpose of advertising and promoting the MCRC, programs, activities, and special events.

Assist with soliciting service groups, churches, and other organizations in regards to donations and volunteers for programs, activities, and special events.

Assist in marketing the MCRC to all demographics in the Medina community.

Work with Medina Cable Access (MCA) in development of new marketing strategies to promote the MCRC, programs, activities, and special events.

Assist in the development of surveys (written, phone, or personal contact) for the purpose of providing continued customer service and determining the needs and wants of the community.

Gather data and provide follow-up information to area managers regarding survey results.

Under each area manager's direction, utilize methods of advertising that includes, but is not limited to: Medina Cable Access (MCA), press releases, social media, digital marketing, flyers, and posters.

Report to all scheduled meetings with supervisors; attend all other meetings as requested.

Other duties as assigned that are incidental and necessary to the foregoing examples of work; other duties may be assigned that are generally accepted as duties as the Marketing Coordinator.

Maintains regular and consistent attendance.

Assists fellow employees as required and works closely with fellow staff members and community in carrying out Department goals.

Able to perform the physical demands that include but are not limited to having the strength and endurance to walk during long periods of time, along with the ability to spend time standing, bending, stooping, crawling, squatting, lifting, kneeling, reaching throughout the day.

EDUCATION, TRAINING AND EXPERIENCE:

Possession of high school diploma or GED equivalent

College degree or significant work in progress toward a degree in marketing and promotions or equivalent experience of 3-5 years in a related field.

Experience working with state of the art graphic design programs such as Adobe Acrobat Pro, InDesign or equivalent is preferred.

A recreation background is highly desired.

License:

Valid driver's license issued by the State of Ohio.

Certification:

First Aid

QUALIFICATIONS:

Knowledge of:

- Marketing, and-promotional strategies and social media.

Skilled in:

- Gathering data.
- Implementing marketing strategies to promote.
- Organization

Ability to:

- Communicate effectively in writing or orally with co-workers, supervisors and the general public in person or over a telephone or radio;
- Read and write reports, correspondence and instructions;
- Prioritize and work independently;
- Understand and follow complex oral and written instructions; and
- Operate standard office equipment including but not limited to, personal computer, fax and copy machines, telephone and printers.

ENVIRONMENTAL ELEMENTS:

This position requires the employee to spend part of each working day in the office and throughout the MCRC, with occasional events in Medina City Parks or off site meetings. The position includes a high incidence of interaction with fellow employees and citizens.

WORKING CONDITIONS:

May be required to work outside normal business hours including weekends, evenings and holidays.

EQUIPMENT USED:

- Computer

ADDITIONAL REQUIREMENTS: The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job. Employee understands that conditions may require the City to modify this Job Description and that the City reserves the right to exercise its discretion to make such changes.

EMPLOYEE ACKNOWLEDGMENT: _____

DATE: _____

THE CITY OF MEDINA
JOB DESCRIPTION

REVISIONS
OLD

TITLE: ~~Travel Aide~~/ Marketing Coordinator

REPORTS TO: Recreation Center ~~Program Manager~~ Office Administrator

DEPARTMENT/DIVISION: Recreation

CIVIL SERVICES STATUS: Unclassified

JOB STATUS: Part-Time

EXEMPT STATUS: Non-exempt

CLASSIFICATION FEATURES: Under the direction of the Office Administrator, this individual will be responsible for assisting the MCRC Managers with marketing strategies including but not limited to: the design, development and distribution of MCRC Program Brochures, Facility Brochures, Program Flyers, Inserts, Cable Ads, Social Media, Digital Marketing, ~~Radio Advertising~~ and all other facets of advertising/marketing. This individual will enhance the overall advertising and marketing of the MCRC and all its programs, activities, and special events.

ESSENTIAL JOB FUNCTIONS:

Assist MCRC managers with the development of marketing and promotions of the MCRC, programs, activities and special events.

Responsible for an annual digital marketing plan. Includes creating posts and content to develop an online presence to reach new customers as well as build relationships with existing customers.

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Assist in the development of surveys (written, phone, or personal contact) for the purpose of providing continued customer service and determining the needs and wants of the community.

Gather data and provide follow-up information to area managers regarding survey results.

Under each area manager's direction, utilize methods of advertising that includes, but is not limited to: Medina Cable Access (MCA), press releases, **social media**, **digital marketing**, flyers, and posters.

~~Assist in developing strategies to encourage community members/organizations to utilize the facility during low usage times.~~

Report to all scheduled weekly meetings with supervisors; attend all other meetings as requested.

Other duties as assigned that are incidental and necessary to the foregoing examples of work; other duties may be assigned that are generally accepted as duties as the Marketing Coordinator.

Maintains regular and consistent attendance.

Assists fellow employees as required and works closely with fellow staff members and community in carrying out Department goals.

Able to perform the physical demands that include but are not limited to having the strength and endurance to walk during long periods of time, along with the ability to spend time standing, bending, stooping, crawling, squatting, lifting, kneeling, reaching throughout the day.

EDUCATION, TRAINING AND EXPERIENCE:

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Experience working with **state of the art** graphic design programs such as **Adobe Acrobat Pro, InDesign or equivalent** is preferred.

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EMPLOYEE ACKNOWLEDGMENT: _____

DATE: _____

Recreation Center 2022

Part Time Pay Scale

CPI increase of 5.8% or 50 cents over 2021 minimum wage.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
RC1	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
	Café Attendants														
	Field House Attendants														
	Fitness Room Attendants														
	Office Aides														
	Program Aides														
	Recreation Aides														
	Tour Guides														
RC2	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC3	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC4	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC5	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC6	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC7	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC8	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC9	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC10	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC11	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC12	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
	Café Supervisor														
	Front Desk Attendants														
	Head Counselors														
	Lead Teacher														
RC13	\$9.30	\$9.40	\$9.50	\$9.60	\$9.70	\$9.80	\$9.90	\$10.00	\$10.10	\$10.20	\$10.30	\$10.40	\$10.50	\$10.60	\$10.70
RC14	\$9.46	\$9.56	\$9.66	\$9.76	\$9.86	\$9.96	\$10.06	\$10.16	\$10.26	\$10.36	\$10.46	\$10.56	\$10.66	\$10.76	\$10.86
	Team Leaders														
RC15	\$9.72	\$9.82	\$9.92	\$10.02	\$10.12	\$10.22	\$10.32	\$10.42	\$10.52	\$10.62	\$10.72	\$10.82	\$10.92	\$11.02	\$11.12
	MCR Facility Attendant														
	Office Assistant														
	WSI														
RC16	\$9.98	\$10.08	\$10.18	\$10.28	\$10.38	\$10.48	\$10.58	\$10.68	\$10.78	\$10.88	\$10.98	\$11.08	\$11.18	\$11.28	\$11.38
	League Supervisor														
	Rascal Room Supervisor														
	Receptionist														
	Recreation Leaders														
RC17	\$10.24	\$10.34	\$10.44	\$10.54	\$10.64	\$10.74	\$10.84	\$10.94	\$11.04	\$11.14	\$11.24	\$11.34	\$11.44	\$11.54	\$11.64
RC18	\$10.35	\$10.45	\$10.55	\$10.65	\$10.75	\$10.85	\$10.95	\$11.05	\$11.15	\$11.25	\$11.35	\$11.45	\$11.55	\$11.65	\$11.75
RC19	\$10.51	\$10.61	\$10.71	\$10.81	\$10.91	\$11.01	\$11.11	\$11.21	\$11.31	\$11.41	\$11.51	\$11.61	\$11.71	\$11.81	\$11.91
RC20	\$10.77	\$10.87	\$10.97	\$11.07	\$11.17	\$11.27	\$11.37	\$11.47	\$11.57	\$11.67	\$11.77	\$11.87	\$11.97	\$12.07	\$12.17
	Building Monitor														
	After/ Before School Supervisor														
	Front Desk Supervisor														
	Head Lifeguard														
	Rental Coordinator														
	Day Camp Supervisor														
RC21	\$11.03	\$11.13	\$11.23	\$11.33	\$11.43	\$11.53	\$11.63	\$11.73	\$11.83	\$11.93	\$12.03	\$12.13	\$12.23	\$12.33	\$12.43
RC22	\$11.56	\$11.66	\$11.76	\$11.86	\$11.96	\$12.06	\$12.16	\$12.26	\$12.36	\$12.46	\$12.56	\$12.66	\$12.76	\$12.86	\$12.96
	Facility Monitor														
	Deck Supervisor														
RC23	\$12.61	\$12.71	\$12.81	\$12.91	\$13.01	\$13.11	\$13.21	\$13.31	\$13.41	\$13.51	\$13.61	\$13.71	\$13.81	\$13.91	\$14.01
RC24	\$13.13	\$13.23	\$13.33	\$13.43	\$13.53	\$13.63	\$13.73	\$13.83	\$13.93	\$14.03	\$14.13	\$14.23	\$14.33	\$14.43	\$14.53
RC25	\$13.66	\$13.76	\$13.86	\$13.96	\$14.06	\$14.16	\$14.26	\$14.36	\$14.46	\$14.56	\$14.66	\$14.76	\$14.86	\$14.96	\$15.06
RC26	\$14.18	\$14.28	\$14.38	\$14.48	\$14.58	\$14.68	\$14.78	\$14.88	\$14.98	\$15.08	\$15.18	\$15.28	\$15.38	\$15.48	\$15.58
RC27	\$14.71	\$14.81	\$14.91	\$15.01	\$15.11	\$15.21	\$15.31	\$15.41	\$15.51	\$15.61	\$15.71	\$15.81	\$15.91	\$16.01	\$16.11
RC28	\$15.23	\$15.33	\$15.43	\$15.53	\$15.63	\$15.73	\$15.83	\$15.93	\$16.03	\$16.13	\$16.23	\$16.33	\$16.43	\$16.53	\$16.63
RC29	\$15.76	\$15.86	\$15.96	\$16.06	\$16.16	\$16.26	\$16.36	\$16.46	\$16.56	\$16.66	\$16.76	\$16.86	\$16.96	\$17.06	\$17.16
RC30	\$16.28	\$16.38	\$16.48	\$16.58	\$16.68	\$16.78	\$16.88	\$16.98	\$17.08	\$17.18	\$17.28	\$17.38	\$17.48	\$17.58	\$17.68
RC31	\$16.81	\$16.91	\$17.01	\$17.11	\$17.21	\$17.31	\$17.41	\$17.51	\$17.61	\$17.71	\$17.81	\$17.91	\$18.01	\$18.11	\$18.21
RC32	\$17.86	\$17.96	\$18.06	\$18.16	\$18.26	\$18.36	\$18.46	\$18.56	\$18.66	\$18.76	\$18.86	\$18.96	\$19.06	\$19.16	\$19.26
RC33	\$18.00	\$18.10	\$18.20	\$18.30	\$18.40	\$18.50	\$18.60	\$18.70	\$18.80	\$18.90	\$19.00	\$19.10	\$19.20	\$19.30	\$19.40
	WSI / LTS Private Lessons														
	Group Exercise Instructor A														
	WSI / LTS Semi-Private Lessons														
RC34	\$22.00	\$22.10	\$22.20	\$22.30	\$22.40	\$22.50	\$22.60	\$22.70	\$22.80	\$22.90	\$23.00	\$23.10	\$23.20	\$23.30	\$23.40
	Group Exercise Instructor B														

31.02(E)
Ord. 44-22
Exh. B
NEW

