

Operating REQUEST

Requestor: Jason Darrah – Director, Communications and Marketing

Title of Initiative: Position – Communications and Marketing



Summary:

In response to the external Staffing Level Analysis conducted by MNP Consulting, the communications and marketing department is requesting an additional position in 2023 to meet and maintain the current level of service.

The volume of work required of the department has grown due to a) more projects across the organization and b) higher communications requirements in terms of volume, speed and channels for each project, relating to:

- Communications strategic advice, public relations planning and project implementation;
- Marketing, design and advertising planning, booking and implementation;
- Website and microsite planning and execution;
- Social media content creation, scheduling, monitoring and responsiveness;
- eNewsletter creation, content creation and implementation;
- Infrastructure planning and production (i.e. building and street signs, funded project signs, wayfinding management, plaques, etc.); and
- Collateral material and signage/poster design, copy writing and production.

In addition, there is increased involvement of the department due to:

- Increased public engagement activities and the use of strategic advice, research design (i.e. survey development and in-person meeting planning) and support of departments outside regular work hours;
- Increased expectations for stakeholder relations and public engagement associated with major capital and operational projects;
- Increased expectation for delivery of communications products for projects with shorter lead-time, or emerging projects, crisis management or ad hoc requests;
- Increased events support for external-organized activities during economic recovery, and increased requirements for Town events and increased commercial permitting.

Description:

The proposed position would be equivalent to the current “Communications Specialist,” similar to public relations generalists employed by all Alberta municipalities, combined with a review of position accountabilities distributed across all positions in the department.

Operating Costs/Revenue(s):

To evaluate the division of departmental duties and portfolios and recruit the talent required to deliver services, the goal would be to recruit the position by April 2023.

	2023	2024 (+2.5%)	2025 (+2.0%)
Wages (2023 FA: 85% of \$48.85/hr)- \$41.52/hour ((\$75,572.00/yr) * 2023–prorated start of: 01 Apr (9 mos)	\$56,679.00	\$77,461.00	\$79,010.00
Benefits (25% of salary) (est. CPP, EI, WCB, Group Benefits)	\$14,169.75	\$19,365.25	\$19,752.50
Telephone	\$500.00	\$500.00	\$500.00
Computer	\$800.00	\$800.00	\$800.00
Office Furniture (desk, chair, etc.)	\$1,500.00		
TOTAL	\$73,648.75	\$98,126.25	\$100,062.5

Resources Required to Implement & Maintain:

- Communications will develop a specific position description outlining key accountabilities for this role.
- Human Resources will assist with the development of the description, posting and recruitment efforts.

Estimated Delivery Date:

The proposed position would be planned to commence by April 2023.

Supporting 2023-26 Strategic Plan:

Building Relationships and Partnerships

- Engage in informed and meaningful two-way communication with our residents on matters that affect them.

Nurturing a Model Environmental Community

- Invest in public education and awareness to affect more responsible and efficient environmental stewardship.

Supporting Materials: MNP – Communications and Marketing – Recommendations & Results



Communications and Marketing

Findings and Recommendations

The findings and recommendations for the Communications and Marketing Department are summarized below.

Findings	Recommendations
<p>The analysis results indicate that the Communications and Marketing Department require 6 FTE for the volume of work.</p> <p>The staffing needs estimate and benchmarking results suggest that the Communications and Marketing Department at the Town of Banff needs 6 FTEs in total to fulfill all the daily activities associated with the Department's responsibilities and functions. Currently the team has been delivering services with 5 FTEs and managing any staff shortfalls by prioritizing and distributing work across the department. This calculation includes work completed during regular work day hours and during hours complete outside of regular work hours as well as time estimates for tasks that the current staffing is unable to complete.</p>	<p>C.1) Consider increasing the Communications and Marketing Department by one (1) FTE.</p> <p>It is recommended to consider adding one (1) FTE for the Communications and Marketing Department. Based on the analysis it was determined that all functional areas require additional support, as such a review and potential realignment of tasks is recommended so that this additional FTE can alleviate the pressure from the department.</p>