



City of Allentown
Position Description

Class Title: Chief Operating Officer
Grade Number: 21
Department: N/A
Bureau: Office of the Mayor
Union: Non-bargaining

GENERAL PURPOSE

Shall be the Chief Administrative Officer of the City of Allentown responsible for the administration of all Operations Related City affairs.

The departments under the Chief Operating Officer's jurisdiction are: All operational departments in the City of Allentown.

SUPERVISION RECEIVED

Works under the supervision of the Mayor.

SUPERVISION EXERCISED

- Director of Public Works
- Director of Parks and Recreation
- Director of Community and Economic Development
- Chief of Police
- Fire Chief
- Project Manager

ESSENTIAL DUTIES AND RESPONSIBILITIES

- The power and duties shall include but not be limited to the following:
- Execute and enforce the provisions by law, the Charter and all ordinances, resolutions, and motions of City Council;
- Direct and supervise the administration of all Operational departments, of the City;
- Appoint, suspend, or remove any City employee in the Operational departments , except as otherwise provided by the Charter or by law;
- Prepare and submit to the Mayor on an annual basis a proposed budget and capital program;
- Create and maintain a positive work environment for all employees, and ensure the proper enforcement of the Personnel Code within the Operational Departments;

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

City of Allentown
Position Description

Class Title: **PROJECT MANAGER**
Grade Number: 11
Department: Mayor's office
Bureau: NA
Union: Non-Bargaining

GENERAL PURPOSE

Performs a variety of duties under the general direction of the Chief Operating Officer. The role of Project Manager is to plan, execute, and finalize projects according to strict quality standards, deadlines and within budget while maintaining high levels of safety and customer satisfaction.

This includes acquiring resources and coordinating the efforts of team members and subcontractors in order to deliver projects according to plan and budget. The Project Manager will also define the project's objectives and oversee quality control throughout its life cycle. The

The successful candidate will work directly with other departments to ensure deliverables fall within the applicable scope and budget. Assignments require independent judgment in making decisions related to work assignments. Work is assigned with general instructions and specific objectives from the Chief Operating Officer.

SUPERVISION RECEIVED

Works under the supervision of the Chief Operating Officer.

SUPERVISION EXERCISED

None

ESSENTIAL DUTIES AND RESPONSIBILITIES

- (A) Direct and manage project development from beginning to end.
- (B) Define project scope and deliverables that support business goals in collaboration with executive management.
- (C) Develop project plans and schedule.
- (D) Effectively communicate project expectations to team members in a timely and clear fashion.
- (E) Communicate with city departments and upper management on an ongoing basis.
- (F) Set and continually manage project expectations with team members and customers.
- (G) Draft and submit budget proposals and recommend subsequent budget changes where necessary.
- (H) Identify and manage project dependencies and critical path.
- (I) Plan and schedule project timelines and milestones using appropriate tools.
- (J) Track project milestones and deliverables.

Requires intensive daily use of personal computer and related software.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is constantly required to sit and talk or hear. The employee is required to walk; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms.

The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet for office work and moderately loud for field work.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

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reviewed: 12/22/2020

City of Allentown
Position Description

Class Title: Executive Assistant to the Mayor
Grade Number: 11N; Non-exempt
Department: N/A
Bureau: Office of the Mayor
Union: Non-bargaining Confidential

GENERAL PURPOSE

Provides executive level, secretarial and varied clerical work involving complex work problems and situations, supervision of clerical activities and providing support to the Mayor; does related work as required. Manages the clerical/administrative affairs of the Mayor.

SUPERVISION RECEIVED

Works under the supervision of the Mayor.

SUPERVISION EXERCISED

Supervises the Administrative Assistant to the Mayor

ESSENTIAL DUTIES AND RESPONSIBILITIES

Serves as the concierge to the Mayor's office, fielding all visitors and calls to ensure proper protocol, customer service and effective handling of situations

Answers the telephone, interviews and screens callers, answers varied inquiries, interprets and explains policies and procedures and arranges appointments.

Maintains the Mayor's schedule. Schedules meetings and appointments for the Mayor, and other personnel in Mayor's office.

Maintains confidential database(s) and files of sensitive and confidential information.
Maintains filing system for the Mayor's Office.

Receives callers to the department or office and resolves routine questions or problems independently.

Prepares proclamations and citations upon request. Work includes research of subject matter.

Responsible for the Authorities, Boards and Commissions update – i.e. – coordinate communication with members and candidates, execute membership protocols, maintain membership records, communicates with future candidates. Maintain a dialogue with City Clerk for renewal of appointments.

accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to sit and talk or hear. The employee is required to walk; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms.

The employee must occasionally lift and/or move up to ten (10) pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

General office conditions, lighting, temperature and low noise.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

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City of Allentown
Position Description

Class Title: Special Assistant to the Mayor
Grade Number: S07; Non-exempt
Department: N/A
Bureau: Office of the Mayor
Union: Non-Bargaining Confidential

GENERAL PURPOSE

Performs a variety of highly responsible secretarial and varied clerical work involving complex work problems and situations. Provides support to various Bureau Managers; does related work as required. This position is privy to information that is both sensitive and confidential in nature and therefore requires confidentiality, discretion and integrity at all times.

SUPERVISION RECEIVED

Works under the supervision of the Executive Secretary to the Mayor.

SUPERVISION EXERCISED

None

ESSENTIAL DUTIES AND RESPONSIBILITIES

Answers the telephone, interviews and screens callers, answers varied inquiries and arranges appointments at the direction of the Managing Director and Mayor.

Maintains the Managing Directors schedule.

Schedules meetings and appointments for the Managing Director and other personnel in the Mayor's office.

Maintains confidential databases(s) of sensitive and confidential information.

Requests supplies from inventory control.

Maintains 3-1-1 database, receives complaints from constituents, sends to appropriate city department(s) and follows-up to confirm the complaint has been handled satisfactorily.

Fields telephone calls on the Immigration Line, maintains database of agencies and lawyers who have offered their time to assist with questions by the general public seeking answers concerning immigration issues.

TOOLS AND EQUIPMENT USED

Requires intensive daily use of personal computer, telephone, fax machine, copier and other business machines required to perform the essential functions of the position.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to sit and talk or hear. The employee is required to walk; use hands to find, handle, or feel objects, tools, or controls; and reach with hands and arms.

The employee must occasionally lift and/or move up to ten (10) pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

General office conditions, lighting, temperature and low noise.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

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City of Allentown
Position Description

Class Title: Communications -Manager
Grade Number: 14N – Exempt
Department: N/A
Bureau: Office of the Mayor
Union: Non-bargaining

GENERAL PURPOSE

Responsible for oversight of all internal and external communications for the City of Allentown, ensuring consistent and engaging messaging, in alignment with the Mayor's strategic intent.

Communications Manager is responsible for preparing detailed media reports, press releases, and internal communication plans and messages.

SUPERVISION RECEIVED

Works under the supervision of the Mayor

SUPERVISION EXERCISED

Supervises the Marketing and Social Media Manager and may exercise supervision over interns or temporary employees.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversees and produces, from concept to completion, a broad array of digital and/or print promotional and communication materials for the City of Allentown.
- Ensures that all internal and external communication materials representing the mayor's office present a clear, unified, and positive image for the COA.
- Plans, prepares, and distributes original content such as articles, news and press releases, email, blog and social media posts, and other updates on behalf of the COA.
- Promotes and attends special events and functions; promotes and reports on COA milestones and activities community activities and events; and mayoral messages.
- Serves as the primary contact for COA media relations and is responsible for scheduling news conferences, notifying news media of same, drafting news releases and receiving and responding to daily inquiries from the news media, vetting media requests for all departments, serving as the centralized office for the preparation and release of news items for all bureaus in the city;
- Posts all news releases and overall media messages to the city website and select social media sites;

Requires intensive daily use of computer, copy machine and phones.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is constantly required to sit and talk or hear. The employee is required to walk; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms.

The employee must occasionally lift and/or move up to ten (10) pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

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Revised 11/24/2021 MSD

**City of Allentown
Position Description**

Class Title: Marketing and Social Media Manager

Grade Number: S10

Department: N/A

Bureau: Office of the Mayor

Union: Non-bargaining

GENERAL PURPOSE

This position performs a variety of professional work in the implementation of City-wide marketing and outreach. Coordinates specific messaging designed to create a positive impression for citizens, visitors and businesses in the city. This person is responsible for direct oversight of the both the City and CED social media strategies. The content created must support the overall communications strategy, reflect the city's brand identity and comply with the privacy and security requirements for the city and its citizens information.

SUPERVISION RECEIVED

Works under the supervision of the Communications Manager

SUPERVISION EXERCISED

May exercise supervision over interns or temporary employees.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Provide input to management of the digital marketing strategy and execution of the City's overall marketing plan, including media buys and campaign efforts
- Conduct regular monitoring and analysis of the performance of websites and media platforms via Google Analytics and social media insights
- Keep a pulse on the latest digital marketing trends to be ensure the maximum effectiveness of marketing campaigns
- Coordinate with other City departments to create consistent content, marketing and social media messaging
- Provide quality and effective customer service with courtesy and understanding to our customers, citizens and internal departments.
- Other duties as required

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

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Revised 11/24/2021 MSD