



## Agenda Memo

Crest Hill, IL

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**Meeting Date:** | October 2, 2023  
**Submitter:** | Steve Gulden, Consultant Management  
**Department:** | Administration  
**Agenda Item:** | The Creation of a new position: Communication Specialists

**Summary:** As discussed at previous Council meetings, the Council was in favor of me researching and analyzing the feasibility of creating this new position. After discussing the salary requirements with Lisa, it was determined that the existing and future budgets could sustain the salary of this position.

The following are objectives why this position is needed:

Consolidate the City efforts with external communications, social media postings and cable t.v.

Communicate our Brand to Citizens, Developers, and our Business Community.

Act as a point of contact for crisis communications.

Developing a strategy for communicating our successes to the public and changing our image with our stakeholders.

Conduct Community surveys to ascertain our strengths and weaknesses.

Please see the attached updated Job description. Also, please note, that when initially presented the job title was social media coordinator. After input from the Council, the job description has changed to include additional tasks with respect to crisis communications and acting as the City's PIO officer. As a result, my original salary range was from 45,000 to 60,000. With the additional responsibilities, and after conducting some research, the new salary range would be 55,000 to 70,000.

If you have any questions. Please feel free to contact me.

**Recommended Council Action:**

**Financial Impact:**

**Funding Source:**

**Budgeted Amount:**

**Cost:**

**Attachments:** Job Description