



Town of Lake Park Town Commission

Agenda Request Form

Meeting Date: March 1, 2023

Agenda Item No.

Agenda Title: Fiscal Year 2023 Budget Adjustment to Change the Pay Grade for the Position of Marketing Specialist from Grade 60 to Grade 90

- [] SPECIAL PRESENTATION/REPORTS [x] **CONSENT AGENDA**
[] BOARD APPOINTMENT [] OLD BUSINESS
[] PUBLIC HEARING ORDINANCE ON FIRST READING
[] NEW BUSINESS
[] OTHER: _____

Approved by Town Manager ACTINA TOWNSMAN

Date: 2/23/2023

Name/Title

Originating Department: Town Manager	Costs: \$ Funding Source: Acct. # [] Finance _____	Attachment: Revised Marketing Specialist Job Description
Advertised: Date: _____ Paper: _____ [x] Not Required	All parties that have an interest in this agenda item must be notified of meeting date and time. The following box must be filled out to be on agenda.	Yes I have notified everyone _____ or <u>Not applicable in this case</u> BMT Please initial one.

Summary Explanation/Background:

The Town on several occasions has advertised to fill the vacant position of Marketing Specialist in the Communications and Grants Department; however, despite such efforts this position has remained unfilled.

In order to help attract qualified applicants for this position, staff is proposing that the pay grade for the Marketing Specialist position be changed as follows:

From (Pay Grade 60)	To (Pay Grade 90)
\$18.21 to \$28.22 per hour	\$22.30 to \$34.57 per hour
\$37,868.90 to \$58,696.79 per year	\$46,391.03 to \$71, 906.09 per year

Fiscal Year 2022/2023 Budget anticipated retaining the position of Marketing Specialist for the period of ten months at a prorated salary of \$33,530 for the year. The Budgeted pay range for this position is pay grade 60. After several attempts to attract a successful candidate with the desired skillset and experience, it has been determined that the current pay grade is insufficient to obtain this candidate.

In consultation with the Town's consultant, Evergreen Solutions, the Town's staff has revised the Market Specialist job description to include enhanced educational and work experience needed to perform sufficiently. It is the belief of Town's staff and its consultant that the current pay grade should be change to pay grade 90 in order to attract and retain qualified candidates.

Staff does not anticipate a need to increase the budget for Fiscal Year 2023 but the budget for the Marketing Specialist position will have an increase in Fiscal Year 2024 corresponding to the pay grade increase for this position.

As information, attached is a copy of the job description for the position of Marketing Specialist which has been revised to increase the educational and professional requirements to correspond to a Grade 90 position. Such revisions are shown in redline format. Upon approval of this budget adjustment, the revised job description will be approved by the Town Manager by Administrative Policy.

Recommended Motion: I move to authorize the budget adjustment to change the pay grade for the position of marketing specialist from grade 60 to grade 90.