



**City of Apache Junction
Human Resources Department**

DATE: April 2, 2024

TO: Honorable Mayor and City Council

FROM: Anna McCray, Human Resources Director

SUBJECT: Marketing and Communications Director Classification

Background:

Over the past year, with the addition of a Digital Communications Specialist, it has become evident the focus required for communications and community connection via digital as well as traditional platforms will continue to grow at a vigorous pace. The city's communication needs have reached the point where the city requires an assigned director tasked with defining the necessary strategies to achieve our marketing and communications objectives.

The director position will join the three staff positions currently assigned to Marketing and Communications division of Management Services.

The 2023 City of Apache Junction Personnel Rules requires council approval for any position proposed to be classified at a Grade 42 or above. The new Marketing and Communications Director is proposed to be classified at Grade 42 on the Fiscal Year 2023-2024 City of Apache Junction and Water District Classification and Compensation Plan. This is equivalent to the same grade utilized for all director level classifications within the city.

Recommendation:

Staff recommends council approve the placement of the classification of Marketing and Communications Director at Grade 42 on the Fiscal Year 2023-2024 City of Apache Junction and Water District Classification and Compensation Plan.