

**CITY OF NEW ORLEANS
CIVIL SERVICE FORM**

EXTRAORDINARY OR SUPERIOR QUALIFICATIONS, EXPERIENCE, CREDENTIALS

Please complete this form and attach the posted job announcement and verifiable documentation of extraordinary qualifications, experience, and/or credentials. If it is a provisional employee, please submit a prior announcement. Make sure you have vetted the candidate pool to determine how many candidates possessed extraordinary qualifications. Please keep a copy for your records and send a copy of the form to the Civil Service department for the employee's official personnel file. Do not enter this increase in ADP until you have filled out this form.

Appointing Authority Name: Lamar Gardere

Appointing Authority Department: Information Technology & Innovation/CAO

Appointing Authority Phone Number: (504) 658-7639

Appointing Authority E-mail: lmgardere@nola.gov

EMPLOYEE INFORMATION

Name of Employee with Extraordinary Qualifications: Chantrice Banks

Current Class (if current employee): CC0177 **Proposed Class:** CC0177

Is this a promotion or a new hire? What is the new job class? New hire

JOB POSTING & APPOINTMENT

Duration of job posting: 11 weeks

How position was advertised: City website

Date of appointment: 10/22/15

Type of appointment (provisional, etc.): Probational

Detailed position description: 11/23/15

Highly responsible technical work of a specialized nature developing and maintaining the City of New Orleans' Internet-based information architecture and content. Work is accomplished via a small team tasked with providing a full suite of web services to city departments and citizens. Work also includes: Developing and maintaining the City's web information architecture for the web site and all web applications. Developing new content types and presentation modules within the City's content management system (CMS). Configuring users, user roles, and workflows within the City's CMS. Leveraging the City's service taxonomy to create relationships between web content and 311 knowledge base. Creating and delivering annual site audits for City departments identifying areas of improvement related to relevancy, accuracy, and user needs. Configuring and monitoring the City's web analytics and reporting tools and making content recommendations accordingly. Auditing and enforcing accessibility requirements of the Americans with Disabilities Act using standards set forth in Section 508 of the Rehabilitation Act. Writing technical documentation for content types, presentation modules, workflows, and other modifications to the CMS. Writing documentation for the creation and maintenance of content for City content editors. Performing training as needed to assist City content editors in the creation and maintenance of content. Creating content for City "connective pages" that link department content, but are not owned by a City department. Developing guidelines for web content, emphasizing the plain language guidelines establishing in the Plain Writing Act of 2010. Communicating business and technical specifications for application and workflow development to technical personnel. Related work as required.

QUALIFICATIONS

1. **How many applicants were on the eligible list? How many of them possessed this extraordinary qualification (described below)?**

5 applicants qualified for the position.

2. **Minimum qualification(s) exceeded and description of credential(s) (experience, education, certifications, etc.) that exceed(s) the minimum qualification(s):**

Minimum Qualification (from job announcement)	Employee's Qualification that exceeds the minimum	Details (university, location, relevance, etc.)
1) Bachelor's Degree	Advance Degree	MS, Public Relations, Southern Miss. The content manager must understand how to communicate effectively with varied audiences as they are often required to design the best strategy for departments to communicate with citizens, whether through email, text, web, print or combination of all.
2) 2 years experience	8+ years experience	Louisiana Economics Development, Loyola University, Delgado Community College, City of New Orleans. Her experience in dealing with content management in large organizations has given her a perspective and methodology that is invaluable for success.
3) Specialized Training	Web content strategy for Governments	Code for America Web Redesign Bootcamp. This 10-week intensive training, in participation with content managers from 5 other cities, provided Chantrice with a roadmap for the next iteration of NOLA.gov, which is our #1 priority for 2016.

3. Description of how similar qualifications are not readily available in the labor market at minimum entrance rate:

Individuals with these qualifications are paid more than the minimum and are generally in higher paying positions than the minimum entrance rate.

4. How are the duties of the position relevant to the advanced qualification?

Skills in content management require broad knowledge from multiple fields to be done well. The understanding of various media channels, and how best to reach people using those channels allows for the content manager to be strategic about content delivery and organization. Being able to handle the needs of multiple agencies within a single large organization is critical as the each new requests can affect the system as a whole. Ultimately, the entire web architecture must be coherent and Chantrice's experience, background and trainings speak directly to this challenge.

5. How will hiring this person at the rate specified below be a financial advantage to the City? Please provide an objective financial analysis.

Hiring this position as a contractor would cost the City either \$111,930 or \$167,895 depending on the qualifications of the candidate.

6. List other departmental employees in this classification. Do they also possess the exceeded qualification and is it job related? Please attach copies of this form for people with the same or equivalent extraordinary qualifications.

None

Rate granted (in steps; % must be in increments of 1.25): 13.75%, \$66,388.81 *step 12*

Appointing Authority Signature: _____

