

Extraordinary Qualifications - Civil Service Form #1119

Requester Information

Name BranneHart Date 10/12/2017
 Email bcharl@nola.gov
 Phone Number 504-658-5404
 Department NOPD

Employee Details

Employee Name Gary Scheels
 Department 270 - Police
 Appointing Authority Courtney Bagnens
 John Thomas
 Stephanie Landry
 Derek Frick
 Eric J Melancon
 Josiah Morgan
 John Salomone
 Is this a promotion or a new hire? New Hire (Hired Above Minimum) Promotion (Qualified Above Minimum)
 Proposed Classification POLICE PUBLIC RELATIONS SPECIALIST, SENIOR

Job Posting and Appointment

Type of Appointment Probationary
 Duration of Job Posting Since 8/25/2017
 Method(s) of Advertising? NEOGOV
 Detailed Position Description: Lead level administrative and technical work serving as a liaison for the Police Department to city management, news media, and the general public. Responsibilities include responding to requests for information from citizens and the media. Work also includes designing, writing, and editing a variety of printed material including brochures, flyers, newsletters, press releases, reports, program policies, proposals, and other marketing and promotional materials. Duties include preparing written correspondence for Police management staff regarding major or unusual situations as well as preparing and delivering effective oral presentations proactively developing and facilitating releases to the media on monitoring the content for standard social media platforms (e.g., Facebook, Twitter, YouTube, and blogging) and implementing public information strategies to project a positive image of the Police Department. Incumbents provide strategic policy advice to department management regarding external and internal communications, media relations, community relations and public information, and related duties as required.

Qualifications

How many applicants were on the eligible list? After reviewing the register, how many possessed the extraordinary qualification(s) described below? 12 were on the eligible list, but only Mr. Scheels had the extraordinary qualifications listed below.

Describe	Minimum Qualification - from Job Announcement	Employee Qualification that Exceeds the Minimum	Details
	Four (4) years of responsible professional administrative experience in public relations, communications, or journalism	23 years of professional experience in journalism	Mr. Scheels has 16 years of experience as a reporter at NOLA.com (Times Picayune). 7 Years working for newspapers in CT, DC, and MS.
	One (1) year of this experience must have been in the capacity of a team leader, supervisor, or coordinator.	3 years of experience as a team leader	Mr. Scheels supervised the community engagement efforts in the Sports Department and the news site.

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Describe how similar qualifications are not readily available in the labor market at the minimum rate

No other candidate that has been identified in the market with this level of experience in public relations or journalism that also has the pre-existing relationships with the local media outlets. In prior positions, Mr. Scheets earned above the minimum rate of pay established by the position.

How are the duties of the position relevant to the advanced qualification?: The position requires extensive knowledge in managing relationships with the press, generating content for social media platforms, and managing a team of public information officers. All of these duties have been performed by Mr. Scheets in the past.

Are there other departmental employees in this classification with the same or equivalent qualifications? Yes No

Additional Documentation

- Attachment 1
- Attachment 2
- Attachment 3

Proposed Pay Rate

Rate Granted in Steps (maximum of 21): Rate Granted as a Percentage (must be divisible by 1.25):

How will hiring this person at the rate specified be a financial advantage to the City? (Please provide an objective financial analysis): Hiring this candidate at the proposed rate of \$34,421.90 (Grade 78/ Step 12) would cost the City an additional \$8,976.41 in salary and fringes costs above the minimum rate of pay of \$27,471.07.

Given his years of supervisory experience, greater qualifications, and prior experience visiting crime scenes as a reporter, he will need significantly less time in training the other minimal qualified applicants. It is estimated that a Public Related Specialist that does not have local media contacts or experience in visiting and managing press at crime scenes would require at least two months of training before being able to manage NOPD PIO operations independently. Mr. Scheets will be able to manage operations nearly immediately upon being hired. Two months of salary and fringes for a person at the minimum rate of pay would be \$10,217.36.

It would be a financial advantage for the City to hire the applicant at 11 steps above the minimum, because it would result in a net savings of at least \$1,240.95 to the City.

Appointing Authority Approval

Name: Josiah Morgan

Date: 10/13/2017

Approval: Approved Denied

Comment:

Approved per Superintendent Harrison

X

X

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