



**MEETING OF OCTOBER 17, 2023**

**TO:** Mayor Jordan and City Council  
**THRU:** Kara Paxton, City Clerk/Treasurer  
**FROM:** Jackson Shelton, Senior Deputy City Clerk Treasurer  
**DATE:**  
**SUBJECT: FULL-TIME POSITION (FTE-1) - DEPUTY CLERK - COMMUNICATIONS POSITION, IN THE CITY CLERK TREASURER'S OFFICE**

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**RECOMMENDATION:**

City Council approval to create a Deputy Clerk - Communications Position, in the Office of the City Clerk Treasurer

**BACKGROUND:**

Over the past 4 years, City Clerk Treasurer Kara Paxton has managed the City Clerk Treasurer's office with great care and concern for the department's budget. Over the years, council members, staff, and members of the public contact this office expressing great appreciation for the transparency the office provides using technology and teamwork. In Kara's first year at the city, she saved the city over \$15,000 a year by preventing the city from purchasing a board, committee, and commission management software. She and her team did this by creating a Laserfiche form that allowed the public to submit their form electronically. In her second and third years, she researched and advocated for the city to change its agenda management software from Legistar powered by Granicus to Civic Clerk powered by Civic Plus. This change saved the City around \$20,000 to \$25,000 a year. This also allowed the city to update the City Council Chamber and remove the numerous devices that cost the city an exuberant amount of money yearly, as well as removed the constant issues of needing to restart the system or the system freezing.

As the city has grown by leaps and bounds technologically and by population, this office has increasingly received more requests for additional transparency. There are many departments around the city which have a dedicated person that ensures the public has access to information and resources. We are now asking for a similar dedicated position that has been created in numerous other departments throughout the city. This position will provide resources and facilitate requests to obtain information. The person in this requested position will also be responsible for managing the boards, committees, and commissions application process as well as be the direct contact for the City Council's Nomination Committee. It has become increasingly difficult to continue to add the increased amount of workload from the boards, committees, and commissions process to the current team member who processes that workload.

**DISCUSSION:**

This is the first and only request Kara has made within the last 4 years to add a continuing full-time employee. As you have experienced, the city is growing rapidly, and we must continue to strive to promote access and integrity of information that is given to the staff, council members and citizens.

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Mailing address:

113 W. Mountain Street  
Fayetteville, AR 72701

[www.fayetteville-ar.gov](http://www.fayetteville-ar.gov)

By adding this position, the important work of including the citizens in city government decisions will improve responsiveness to the city council and city staff. This will also continue Fayetteville's long history of including the citizens in decisions that affect their everyday lives.

**BUDGET/STAFF IMPACT:**

AUTHORIZE A FULL-TIME POSITION (FTE-1) - DEPUTY CLERK - COMMUNICATIONS POSITION

**ATTACHMENTS:** OFFICE PERFORMANCE MEASURES (#3), JOB DESCRIPTION - DEPUTY CLERK - COMMUNICATIONS (#4)

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# City of Fayetteville, Arkansas

113 West Mountain Street  
Fayetteville, AR 72701  
(479) 575-8323

## Legislation Text

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**File #:** 2023-1137

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### **FULL-TIME POSITION (FTE-1) - DEPUTY CLERK - COMMUNICATIONS POSITION, IN THE CITY CLERK TREASURER'S OFFICE**

A RESOLUTION TO AUTHORIZE A FULL-TIME POSITION (FTE-1) - DEPUTY CLERK - COMMUNICATIONS POSITION, IN THE CITY CLERK TREASURER'S OFFICE

**WHEREAS**, over the past 4 years, City Clerk Treasurer Kara Paxton has managed the City Clerk Treasurer's office with great care and concern for the department's budget; and

**WHEREAS**, many council members, staff, and members of the public contact this office expressing great appreciation for the transparency the office provides to the public using technology and teamwork.

**WHEREAS**, in Kara's first year at the City, she saved the city over \$15,000 a year by preventing the city from having to purchase a boards, committees, and commissions management software. In her second and third year, she researched and advocated for the city to change its agenda management software from Legistar powered by Granicus to Civic Clerk powered by Civic Plus. This change saved the city around \$20,000 to \$25,000 a year and now the City no longer needs to purchase the outdated hardware that Granicus required.

**WHEREAS**, as the city has grown technologically and by population, this office has increasingly received more requests for additional transparency. There are many departments around the city which have a dedicated person that ensures the public has access to information and resources. We are now asking for a similar dedicated position, like the one that has been created in numerous other departments throughout the city. This position will provide resources and facilitate the public's requests to obtain information.

**WHEREAS**, this is the first and only request Kara has made within the last 4 years to add a continuing full-time employee. As you have experienced, the city is growing rapidly, and we must continue to strive to promote access and integrity of information that is given to the citizens.

**WHEREAS**, by adding this position, the important work of including the citizens in city government decisions will improve responsiveness to the City Council and City Staff. This will also continue Fayetteville's long history of including the citizens in decisions that affect their everyday lives.

**SECTION 1:** That the City Council of the City of Fayetteville, Arkansas hereby approves an increase of one full-time equivalent position of Deputy Clerk – Communications for the City Clerk Treasurer's office within the office of the City Clerk Treasurer.

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**SECTION 2:** That the City Council of the City of Fayetteville, Arkansas hereby further requests that a budget adjustment be created in the amount necessary to fund this position for the remainder of 2023 and be presented to the City Council for approval when the funding amount has been determined.



CITY OF FAYETTEVILLE  
Position Description

POSITION TITLE: Deputy Clerk - Communications

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EXEMPT (Y/N):	No	DEPARTMENT:	City Clerk Treasurer
SUPERVISOR:	City Clerk Treasurer	DIVISION:	City Clerk Treasurer
Job Grade:		DATE REVISED:	July 2023

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ESSENTIAL DUTIES AND RESPONSIBILITIES: *Note: All City of Fayetteville positions require employees to provide good customer service to both internal and external customers, maintain positive and effective working relationships with other City employees (especially members of their own team), and have regular and reliable attendance that is non-disruptive.* Other essential duties of this position include the following:

1. Utilize Civic Plus software, Microsoft Office Suite, and Laserfiche to develop processes that increase efficiency and adhere to federal, state, and local rules.
2. Maintain a current knowledge of City projects, services, issues and community events to provide information to internal and external customers. Research City records and respond to difficult or sensitive inquiries and complaints.
3. Use judgment and tact to direct visitors and callers to the appropriate division, county office, state agency, business or individual.
4. Monitor, create, and edit the Office of the City Clerk Treasurer’s section of the City’s internal and external website.
5. Monitor, create, and edit the Office of the City Clerk’s Laserfiche forms.
6. Monitor, create, and edit the Office of the City Clerk’s forms workflow and data collection.
7. Monitor and determine processes that need to be updated in order to increase efficiency or effectiveness within the department.
8. Maintain the organization of files located in the City Clerk Drive. Create and edit file pathways for more effective ease of use.
9. Retrieve, create, and edit records stored in/on all mediums within the Office of the City Clerk Treasurer.
10. Gather data for reports and budgets regarding technologies that are used by the Office of the City Clerk Treasurer.
11. Update boards and committees, including posting vacancies and ads, opening applications, sorting and sending information to council, calling and scheduling appointments.
12. Conduct regular, recurring content reviews within the department and periodic audits of the department’s section of the City’s website. Ensure links are working properly, pages are free from grammar or other errors, pages are ADA compliant and information is written at an accessible level for ease of understanding.

13. Work with the Information Technology Department and vendors to support, maintain and expand the department's portion of the website's functionality and ensure access to forms or any process that increases efficient public interaction with the government.
14. Write, edit and publish social media releases that follow the City's best practices and protocols.
15. Create materials to effectively promote the use of the public and staff calendar. This may include print materials, photos, landing pages, video, graphics, flyers, posters, signs, and questionnaires for how the department can better serve the City.
16. Oversee work contracted to external vendors that involve the use of software and hardware technologies.
17. Assist with responding to Freedom of Information Act (FOIA) requests.
18. Assist with providing responses to media inquiries and requests.
19. Serve as the primary contact for updating the City's board, committee, and commission's members as well as the rules established to serve on the board.
20. Serve as the first back-up for the Document Systems Specialist and the third back-up for the Deputy Clerk Codifier.
21. Perform any other duties or tasks as assigned.

SECONDARY DUTIES AND RESPONSIBILITIES include the following:

1. Assist in providing calendar maintenance, meeting organization for department heads and schedule meeting rooms, prepare, and distribute the finalized weekly public and staff meetings calendars.
2. Assist with posting the public meetings to the website and prepare public notices for publication that conform to prescribed style and format.
3. Assist with interacting with the administration and City Attorney's office to provide current agenda information for city council meetings, committees, commissions, department directors, staff and the public.
4. Assist with answering multiple phone lines and direct calls to the appropriate division or agency.
5. Perform secondary duties as assigned.

#### MINIMUM QUALIFICATIONS

1. Bachelor's degree from an accredited college or university in information systems or other related degree; or Associate's degree in a related field with five (5) years of experience.
2. Five (5) years of professional experience in an information systems role with one year of project management experience.
3. Previous experience working on content management systems for an organization or brand and be familiar with document management systems.
4. Ability to create or edit pictures, graphics, and visual assets through design software.
5. Must successfully pass criminal background check, including but not limited to convictions, guilty pleas, or no contest pleas to violent offenses, theft offenses and any offense under A.C.A. 21-15-103 and A.C.A. 21-15-111.

6. Bilingual preferred (English/Spanish).
7. Must be proficient in the use of a computer, utilizing word processing and spreadsheet applications and other related software programs. Must be able to become proficient in using applications for document management, legislative workflow and other programs.
8. Valid driver's license is required.
9. Effectively communicate with others orally and in writing.
10. Ability to read legal documents and contracts.
11. Must have the ability to respond in a professional manner to common inquiries or complaints from citizens, regulatory agencies, or members of the business community.
12. Must have knowledge of administrative practices and procedures.
13. Must be able to effectively operate and have advanced knowledge of standard office equipment as well as show the ability to learn to operate non-standard office equipment including scanners, and microfilm readers/printers.
14. Must be able to multi-task and prioritize workload with frequent interruptions.
15. Must have the ability to use addition, subtraction, multiplication and division.
16. Must have physical abilities to communicate effectively with others verbally (including on the telephone) and in writing and understand others' communications, both verbal and in writing. While performing the functions of this job, the employee is regularly required to sit; move from location to location; use hands to finger, handle or feel; manipulate computer keyboard; and reach with hands and arms. Specific vision abilities to accomplish computer and office work. Frequent light lifting and carrying of up to 10 pounds. Occasional lifting and carrying of up to 20 pounds.