City of Burlington
Vermont

HUMAN RESOURCES DEPARTMENT
City of Burlington

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To: Board of Finance

From: Susan Leonard, Human Resources Director

Date: July 6, 2012

Re: Step Placement – Mike Kanarick, Assistant to the Mayor for Operations and Communications

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Mayor Weinberger has requested that Mike Kanarick, appointee for the position of Assistant to the Mayor for Operations and Communications, be considered for placement at step 7 of the modified Willis classification system. This request is pursuant to Burlington Comprehensive Personnel Policy, section 5.4 Compensation Plan, subsection A. Placement, which states: "To the extent that previous relevant experience equals or exceeds the necessary knowledge and skills, job duties and responsibilities of the position being sought, those specific and relevant years of experience (less the minimum number of years of experience required in the position description) may be converted to additional steps at a 2:1 ratio, up to a maximum of step seven (7)".

The qualifications for the position require a minimum of two years of experience in the public sector or with a non-profit organization, and a bachelor's degree. Mr. Kanarick has eighteen years of professional experience in public and private settings, twelve of which include extensive experience in non-profit and government agencies. In addition to his Bachelor of Arts degree in government, Mr. Kanarick also holds a Juris Doctor. Given Mr. Kanarick's wealth of experience and education beyond the minimum qualifications for the position, I respectfully recommend support of Mayor Weinberger's request for placement at step 7 of grade 20, equaling an annual FY13 salary of $65,804 This step placement for Mike Kanarick will be effective following Board of Finance approval.

Thank you.

City of Burlington
Job Description

Position Title: Assistant to the Mayor for Operations & Communications

Department: Mayor's Office

Reports to: Mayor

Pay Grade: 20 **Job Code:** 308

Exempt/Non-Exempt: Exempt **Union: N/A**

General Purpose: This position serves as liaison to City Departments and their Directors, as well as to the City Council, State, and Federal government contacts. Also, this position acts as communications director for the Mayor's Office, as well as advisor to City Departments on communications and press matters. This position represents the Mayor's office in communications with the general public. This position regularly staffs the Mayor at internal City meetings and external events throughout the community. This position speaks on behalf of the Mayor at community events when the Mayor is unavailable. This position connects the Mayor's office with the public and the media to foster open government by developing and managing communications tools that facilitate transparency. This position is a political appointment and serves at the pleasure of and reports directly to the Mayor.

Essential Job Functions: This section outlines the fundamental job functions that must be performed in this position. The "Qualifications/Basic Job Requirements" and the "Physical and Mental/Reasoning Requirements and Work Environment" state the underlying requirements that an employee must meet in order to perform these essential functions. In accordance with the Americans with Disabilities Act, reasonable accommodations may be made to qualified individuals with disabilities to perform the essential functions of the position.

Essential Functions:

- Internal Operations
  - Serve as key point of contact with the Mayor's office for department heads.
  - Keep the Mayor apprised of operational issues within City departments.
  - Determine agenda and priorities for department head meetings.
  - Prepare for and staff the Mayor at meetings with Departments Heads, other city employees, public and private partner individuals and organizations, members of Vermont's federal delegation and Burlington's statehouse delegation, other elected officials, and engage in appropriate follow-up activities to all such meetings.

- Prepare for and attend City Council meetings, as well as City Council committee meetings, and engage in appropriate follow-up activities to all such meetings.
- Assist the Mayor in formulating and implementing policies.
- Assist the Mayor in identifying program objectives.
- Assist the Mayor in drafting documents relating to City Charter, Ordinances, rules and regulations.
- Supervise interns, work-study students, and other personnel on a project basis.

- Communications
  - Develop and implement City's outbound press strategy designed to keep the public informed of City business and activity.
  - Manage all inbound press inquiries for Mayor's Office.
  - Serve as chief information officer for City in coordinating with City Departments, each of which manages its own inbound and outbound unit.
  - Prepare press advisories, releases, policy statements, proclamations, letters, and other written materials.
  - Communicate with print, television, radio, and social media on behalf of the Mayor's Office.
  - Coordinate operation of Mayor's Facebook page and Twitter stream.
  - Work with information technology staff to maximize City website as a community engagement tool.
  - Coordinate public events, including media component.
  - Represent the Mayor at public meetings as needed.

Non-Essential Job Functions:

- Performs other duties as required.

Qualifications/Basic Job Requirements:

- Bachelor's Degree in Public administration, political science, communications, or related field. Equivalent training and experience may be substituted for education.
- Minimum of two (2) years' experience in the public sector of with a non-profit organization demonstrating proven ability in above areas required.
- Demonstrated excellent verbal and written communications skills; ability to represent City in situation which requires public speaking.
- Demonstrated knowledge of municipal government management under the direction of an elected official.
- Demonstrated knowledge of public relations practice. Ability to establish and maintain effective public relations.
- Ability to coordinate efforts of several City departments and to facilitate operations of inter-departmental programs and projects.
- Evenings and weekends may be required.

Physical & Mental/Reasoning Requirements; Work Environment:
These are the physical and mental/reasoning requirements of the position as it is typically performed. Inability to meet one or more of these physical or mental/reasoning requirements will not automatically disqualify a candidate or employee from the position.

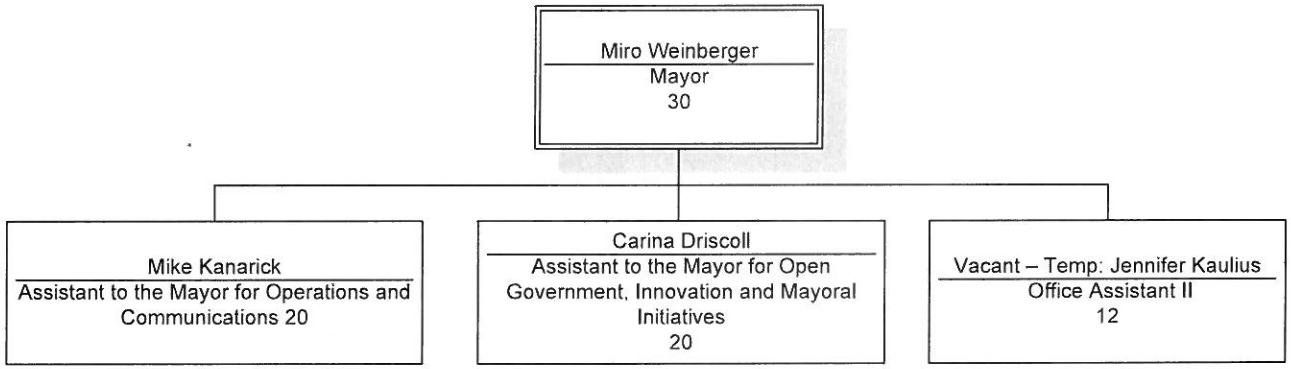
Supervision:
Directly Supervises: ___ Indirectly Supervises: ____

Disclaimer:
The above statements are intended to describe the general nature and level of work being performed by employees to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all personnel so classified.

Approvals:
Department Head: _____ Date: _____

Human Resources: _____ Date: _____

City of Burlington
Mayor's Office
Organizational Chart



MICHAEL D. KANARICK

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EXPERIENCE

Miro for Mayor Campaign, Burlington, VT
Communications & Finance Director, January – March 2012
Developed and implemented campaign's general election communications strategy. Communicated with print, television, and radio media as campaign's spokesperson. Advised candidate and campaign advisors on handling of media issues. Coordinated operation of campaign's facebook page and website. Coordinated media components of public events. Managed campaign operating budget, fundraising, and campaign finance reporting.

Jvillage Network, Burlington, VT
President, March 2009 – January 2012
Guided overall strategy of start-up company in concert with co-founder and board of directors. Created and managed sales and marketing processes that have resulted in building a community of 100+ member organizations. Served as public face of company as presenter and exhibitor at Jewish communal conferences and workshops throughout North America. Jvillage engages and grows the membership communities of synagogues and other Jewish non-profits by designing and building interactive websites and by helping the organizations fully leverage the technology that comes with their new websites.

Ohavi Zedek Synagogue, Burlington, VT
Executive Director, September 2007 – March 2009
Managed daily affairs, finances and staff of 375-family congregation with $725,000 budget. Balanced and met needs of congregants, clergy and board of directors. Developed and implemented fundraising strategies to meet annual budget and capital campaign goals. Created and executed plan to increase membership and active involvement of existing members. Supervised and edited monthly and weekly newsletters.

Temple Emanu-El, Birmingham, AL
Executive Director, August 2005 – July 2007
Managed daily affairs, finances and staff of 700-family congregation with $1.6 million budget.

Political and Communications Consultant, Birmingham, AL
Self-Employed Consultant, February – August 2005
Researched legislative issues and wrote press releases, opinion pieces and talking points for clients, including Alabama House of Representatives Democratic Caucus and Alabama Democratic Party.

Alabama Democratic Party, Montgomery, AL
Executive Director, December 2003 – February 2005
Managed daily party operations, including paid staff of five and volunteers. Crafted and managed $1.5 million budget. Created and implemented fundraising strategy. Developed message and media plan. Served as spokesperson with print, television and radio media.

Appalachian Trail Hike for Kids, Georgia to Maine
Thru-hiker, March 25 – October 11, 2003
Hiked entire 2,172.6-mile Appalachian Trail with my wife. Raised $42,000 for Child Welfare League of America to help abused and neglected children. Received CWLA's *Champions for Children Award* at February 2004 National Conference in Washington, D.C.

State of Alabama, Office of the Governor, Montgomery, AL
Director of Communications/Press Secretary, June 2002 – January 2003
Deputy Press Secretary, February – June 2002
Served as member of governor's Cabinet. Developed and implemented administration's communications strategy. Communicated with print, television and radio media as governor's spokesperson. Advised governor, Cabinet members and agency public information officers on handling of media issues. Supervised governor's office website. Coordinated media components of public events. Managed staff of seven.

U.S. Department of Justice, U.S. Attorney's Office, Middle District of Alabama, Montgomery, AL
Assistant U.S. Attorney, Criminal Division, February 2000 – February 2002
Engaged in all aspects of federal criminal prosecutions, including investigating and building cases with federal, state, and local law enforcement agents, presenting cases to grand juries, trying cases before juries and orally arguing cases before a federal court of appeals.

U.S. District Court, Middle District of Alabama, Montgomery, AL
Judicial Law Clerk, Honorable Ira DeMent, U.S. District Judge, November 1998 – February 2000
Researched legal issues and drafted opinions in civil and criminal cases for federal judge.

Joe Turnham for Congress, Third Congressional District of Alabama, Auburn, AL
Campaign Manager, February – November 1998
Crafted and executed campaign strategy. Promoted candidate through media. Managed paid and volunteer staff.

New Jersey Democratic Party, Trenton, NJ
Finance Director, November 1996 – February 1998
Managed state party operating budget, fundraising and daily headquarters operations. Provided legal counsel to state party.

Clinton/Gore New Jersey Coordinated Campaign, New Brunswick, NJ
Deputy Comptroller, August – November 1996
Worked with comptroller in all phases of campaign finance compliance and fundraising.

Lum, Danzis, Drasco, Positan & Kleinberg, Roseland, NJ
Litigation Associate, October 1995 – August 1996; *Clerk*, Summer 1993
Appeared in New Jersey and New York federal and state courts. Researched and drafted motions and briefs.

Superior Court of New Jersey, Criminal Division, Newark, NJ
Judicial Law Clerk, Honorable Theodore A. Winard, Superior Court Judge, August 1994 – August 1995
Researched legal issues and drafted memoranda in preparation for and during criminal jury trials.

EDUCATION

Fordham University School of Law, New York, NY, Juris Doctor, May 1994. *Dean's List.*

Dartmouth College, Hanover, NH, Bachelor of Arts in Government, June 1990. *Cum laude.*

Tel Aviv University, Ramat Aviv, Israel, Overseas Student Program, Fall 1988.

VOLUNTEER ACTIVITIES

Hands-On Nature, Vermont Institute of Natural Sciences, Shelburne Community School, kindergarten classroom volunteer, Fall 2010 – present

Dartmouth College Alumni Council, Class of 1990 Representative, 2008 – 2011