



CITY OF MILWAUKEE
DEPARTMENT OF EMPLOYEE RELATIONS

Maria Monteagudo
Department of Employee Relations
City of Milwaukee
200 E Wells St, Room 706

December 7, 2018

The Honorable
Finance and Personnel Committee
Common Council
City of Milwaukee

Common Council File No. 181265 – Communication from the Department of Employee Relations relating to classification studies scheduled for Fire and Police Commission action

Dear Committee Members:

The following classifications and pay recommendations were submitted to the Fire and Police Commission meeting on December 6, 2018.

Milwaukee Police Department

Current	Recommendation
New Position	Marketing and Communications Officer PR 2JX (\$62,338 - \$87,270) One Position FN: Recruitment at any point in the range with DER and F&P Chair approval

Respectfully submitted,

Maria Monteagudo
Employee Relations Director

Attachments: Job Evaluation Report
Fiscal Impact Statement

C: Alfonso Morales, Steven Caballero, Sheronda Grant, Arvis Williams, Pamela Roberts, Dennis Yaccarino, Nicole Fleck, Bryan Rynders

JOB EVALUATION REPORT

Fire & Police Commission Meeting: December 6, 2018

Milwaukee Police Department

Current	Recommendation
New Position	Marketing and Communications Officer PR 2JX (\$62,338 - \$87,270) One Position FN: Recruitment at any point in the range with DER and F&P Chair approval

Alfonso Morales, Chief of Police, has requested a classification study for a new position within the Milwaukee Police Department (MPD). In studying this position, job descriptions were analyzed and discussions were held with Sergeant Sheronda Grant, Public Information Officer; Arvis Williams, Human Resources Administrator; and Pamela Roberts, Human Resources Specialist.

Duties & Responsibilities

This new position will be responsible for promoting the MPD brand, managing stories and messages, and providing internal and external outreach through a variety of technology-based platforms. It will also provide public relations support, address crisis communications, and create content for media consumption. Its duties and responsibilities are to:

- Manage media and public affairs communications, including crisis communication and reputation management.
- Develop positive brand recognition and marketing campaigns.
- Provide support for press conferences and other media events.
- Produce content for media consumption such as website, social media, live presentation, and more.
- Provide support to the Public Information Officer as directed.
- Write, direct, and/or produce video content accessible to community and media in order to promote transparency and improve community-police relations.
- Research or attend training/sales seminars on public relations, media, and communications.
- Attend department operations meetings to stay current of department happenings to see how/where technology can play a role and implement those findings.

Minimum requirements include a bachelor’s degree in communications, media relations, advertising, journalism, or related field and five years of experience in professional marketing, video production, ad agency, or TV/print news outlet. Equivalent combinations of education and experience may be considered. The requirements have not yet been assessed by the Staffing Division.

Analysis

In determining the proper classification for this position, comparisons were made to other City positions including the following:

TITLE: Water Marketing Specialist PAY RANGE: 2FX (\$48,670 - \$67,616) DEPARTMENT: Milwaukee Water Works	FUNCTION: Raise awareness of water quality, quantity, and value; outreach to businesses; prepare educational materials; develop presentations; and monitor customer response.
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TITLE: Public Relations Supervisor PAY RANGE: 1CX (\$51,469 - \$72,063) DEPARTMENT: Common Council-City Clerk	FUNCTION: Write scripts; perform on-air television hosting; supervise two employees; maintain news contacts; arranges conferences; and write speeches, newsletters, reports, etc.
TITLE: Marketing and Communications Officer PAY RANGE: 2JX (\$62,338 - \$87,270) DEPARTMENT: DPW - Administration Division	FUNCTION: Serve as primary media contact; oversee department website; manage social media ventures; act as spokesperson; and execute long-term public relations plans.
TITLE: Public Information Manager PAY RANGE: 1FX (\$62,338 - \$87,270) DEPARTMENT: Common Council-City Clerk	FUNCTION: Public relations counseling, writing, design, photography, graphics services, television production and broadcasts, and internet services; and oversee a staff of nine.
TITLE: Mayor's Office Communications Director PAY RANGE: 2LX (\$70,827 - \$99,154) DEPARTMENT: Mayor's Office	FUNCTION: Write major policy speeches for the Mayor; direct relations with local, regional, and national media; and oversee Public Information Officers in cabinet departments.

This new position most closely relates to the current classification of Marketing and Communications Officer in Pay Range 2JX (\$62,338 - \$87,270). A Communications Officer uses verbal and written skills to effectively communicate with their audience to help build a positive reputation for the organization while a Marketing Officer creates programs and/or campaigns to promote consumer interest in an organization.

Duties of this new position that touch on these areas:

Marketing	Brand recognition, social media, content creation, campaigns, website development
Communications	Public and media relations, training, press releases, presentations

Both this new position and the current Marketing and Communications Officer in the Department of Public Works – Administration Services Division have many similarities. These similarities include:

- Developing and drafting communications materials such as press releases and media advisories.
- Coordinating the dissemination of information to and fostering relationships with the public and community organizations.
- Writing speeches, presentations, or campaigns.
- Developing strategic communications plans.
- Managing social media ventures such as Facebook, Twitter, etc.
- Overseeing the department's website and editing and submitting content.
- Collaborating with advertising agencies.
- Coordinating news conferences and staff participation/preparation.

Recommendation

We therefore recommend that this new position in the Milwaukee Police Department be classified as Marketing and Communications Officer in Pay Range 2JX (\$62,338 - \$87,270). This recommendation is consistent with the level of the Public Relations Manager (Salary Grade 9) which was previously allocated to the department and eliminated in 2013.

We further recommend adding the footnote designation (2) to the classification that states: Recruitment may be at any rate in the pay range with the approval of DER and the Chair of the Committee on Finance and Personnel. This recruitment flexibility will allow departments the ability to recruit the most qualified candidates for these important positions that play a large role in how departments are represented to, and communicate with, the community.

Action Required – Effective Pay Period 1, 2019 (December 30, 2018)

In the Salary Ordinance

Under Pay Range 2JX:

Add the footnote (2) designation to the title of "Marketing and Communications Officer".


In the Positions Ordinance

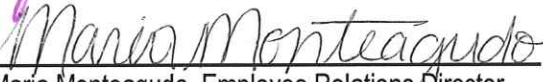
Under Police Department, Office of the Chief:

Delete one position of "Communications & Information Officer".

Add one position of "Marketing and Communications Officer".

Prepared by: 
Derek Reilly, Human Resources Analyst

Reviewed by: 
Andrea Knickerbocker, Human Resources Manager

Reviewed by:  cler
Maria Monteaquido, Employee Relations Director



City of Milwaukee Fiscal Impact Statement

A	Date <u>12/7/2018</u>	File Number <u>181265</u>	<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Substitute
	Subject <u>Communication from the Department of Employee Relations relating to classification studies scheduled for Fire and Police Commission action</u>			

B	Submitted By (Name/Title/Dept./Ext.) <u>Sarah Trotter / Human Resources Representative / Employee Relations / x2398</u>
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C	This File	<input type="checkbox"/> Increases or decreases previously authorized expenditures.
		<input type="checkbox"/> Suspends expenditure authority.
		<input type="checkbox"/> Increases or decreases city services.
		<input type="checkbox"/> Authorizes a department to administer a program affecting the city's fiscal liability.
		<input type="checkbox"/> Increases or decreases revenue.
		<input checked="" type="checkbox"/> Requests an amendment to the salary or positions ordinance.
		<input type="checkbox"/> Authorizes borrowing and related debt service.
		<input type="checkbox"/> Authorizes contingent borrowing (authority only).
		<input type="checkbox"/> Authorizes the expenditure of funds not authorized in adopted City Budget.

D	Charge To	<input type="checkbox"/> Department Account	<input type="checkbox"/> Contingent Fund
		<input type="checkbox"/> Capital Projects Fund	<input type="checkbox"/> Special Purpose Accounts
		<input type="checkbox"/> Debt Service	<input type="checkbox"/> Grant & Aid Accounts
		<input type="checkbox"/> Other (Specify) _____	

E	Purpose	Specify Type/Use	Expenditure	Revenue
	Salaries/Wages		\$0.00	\$0.00
			\$0.00	\$0.00
	Supplies/Materials		\$0.00	\$0.00
			\$0.00	\$0.00
	Equipment		\$0.00	\$0.00
			\$0.00	\$0.00
	Services		\$0.00	\$0.00
			\$0.00	\$0.00
	Other		\$0.00	\$0.00
			\$0.00	\$0.00
	TOTALS		\$ 0.00	\$ 0.00

F

Assumptions used in arriving at fiscal estimate. _____

G

For expenditures and revenues which will occur on an annual basis over several years check the appropriate box below and then list each item and dollar amount separately.

- 1-3 Years 3-5 Years _____
- 1-3 Years 3-5 Years _____
- 1-3 Years 3-5 Years _____

H

List any costs not included in Sections D and E above. _____

I

Additional information. See attached spreadsheet _____

J

This Note Was requested by committee chair.

**Department of Employee Relations
Fiscal Note Spreadsheet**

Fire and Police Commission Meeting of December 6, 2018
Finance and Personnel Committee Meeting of December 12, 2018

NEW COSTS FOR 2018

No. Pos.	Dept	From	PR	To	PR	Present Annual	New Annual	New Costs	Rollup	Total Rollup+ Sal
1	Police Department	New Position	N/A	Marketing and Communications Officer	2JX	N/A	N/A	N/A	Included in 2019 Budget	
1								\$0	\$0	\$0

Assume effective date is Pay Period 1, 2019 (December 30, 2018).

NEW COSTS FOR FULL YEAR

No. Pos.	Dept	From	PR	To	PR	Present Annual	New Annual	New Costs	Rollup	Total Rollup+ Sal
1	Police Department	New Position	N/A	Marketing and Communications Officer	2JX	N/A	N/A	N/A	Included in 2019 Budget	
1								\$0	\$0	\$0