



Department of Employee Relations

January 3, 2008

Tom Barrett
Mayor

Maria Monteagudo
Director

Michael Brady
Employee Benefits Director

Troy M. Hamblin
Labor Negotiator

To the Honorable
The Committee on Finance and Personnel
Common Council
City of Milwaukee

Dear Committee Members:

Re: Common Council File Number 070985

The following classifications and pay levels were approved by the Board of Fire and Police Commissioners on December 20, 2007:

In the Fire Department:

One new position was classified as Fire Public Relations Manager, Salary Grade 007.

The job evaluation report covering the above position, including the necessary Salary and Positions Ordinance amendments, is attached.

Sincerely,

Maria Monteagudo
Employee Relations Director

MM:fcw

Attachments: Job Evaluation Report
Fiscal Note

c: Mark Nicolini, Jennifer Meyer, Marianne Walsh, Troy Hamblin, Betty Schraith, Joe Alvarado, Michael Tobin, David Heard, Chief Douglas Holton, Mary McDougall

JOB EVALUATION REPORT

Fire and Police Commission Meeting Date: December 20, 2007

Department: Fire

Current	Request	Recommendation
New Position	Public Relations Manager. Salary Grade 009: \$60,809 - \$85,129*	Fire Public Relations Manager Salary Grade 007: \$53,519 - \$74,922*
<p>Rationale: This new revised report replaces the revised report sent out ahead of the meeting. It reflects additional changes in duties related to public education based on a new job description submitted on Monday, December 17, 2007. A comparison of the duties and responsibilities of this new position to those of other management positions, especially those involved with media relations, still indicates that the position under study would fit best in Salary Grade 007 as Fire Public Relations Manager.</p>		

*2008 rates

Action Needed:

In the Salary Ordinance, under Salary Grade 007, add the title of "Fire Public Relations Manager".

Background:

In a letter dated September 13, 2007, Douglas Holton, Fire Chief, requested to use the Employee Relations Auxiliary Resource Program to hire a civilian position of Public Relations Manager. To study this position for classification the new job description was reviewed and discussions were held with Douglas Holton, Fire Chief; and Mary McDougall, Fire Personnel Officer. A new job description, dated December 6, 2007, was reviewed and this report reflects those changes.

Duties and Responsibilities:

The basic function of this position is to promote positive public relations of the Milwaukee Fire Department (MFD) through internal and external communications. The duties and responsibilities are as follows:

55% Media Relations

- Coordinate local, state and national media relations and serve as a media resource for Divisions of the MFD; and work with other City Departments regarding the release of information when it involves other agencies.
- Maintain news media contacts, respond to inquiries from members of the news media, arrange news conferences and briefings, and disseminate news releases.
- Be available to respond to scenes of critical incidents; and establish and coordinate news coverage in response to public inquiries.
- Advise the Fire Chief on media matters; and train and coach MFD employees on media interviews and public presentations.
- Supervise the release of sensitive information about department members, civilians, investigations, operations and other information that could be detrimental to individuals or to the department.
- Work with the Deputy Chief of Administration and the City Attorney's Office on Open Records issues, keep the MFD's Policy and standard operating procedures relating to Open Records laws up to date, and maintain awareness and understanding of Open Meetings/Open Records laws and the First Amendment.

20% Public Education

- Provide administrative support to public education programs which are set up in collaboration with the Fire Department and Milwaukee Public Schools; meet with school administrators and schedule classroom visits; research what injuries are hurting or killing children; prepare lesson plans with age appropriate materials to teach fire and life safety; and order supplies for the public education programs such as videos and handouts.

- Assist with community and special events along with Municipal Court Judges and Commissioners, and representatives from the Health and Police Departments.
- Monitor and report on child safety seats, cribs, smoke detectors, and carbon monoxide, including recalls.
- Work in conjunction with the Fire Department Community Relations Director to inform the public of various department-sponsored community programs such as blood pressure screening, fire extinguisher training, evacuation planning and FOCUS (Firefighters Out Creating Urban Safety).

10% Editorial Functions

- Write/design news releases, reports, articles, specialized publications, and other public information materials. Write speeches and opinion/editorial pieces for the Fire Chief.
- Represent MFD by delivering speeches to community groups.
- Oversee and coordinate the MFD's web site. Submit material and work with staff members regarding content.

10% Liaison Duties

- Serve as a public relations liaison with the Mayor's Office, Common Council/City Clerk's Office, other City Departments, citizens, and community groups.
- Serve on task forces and committees, and attend meetings as assigned by the Fire Chief or Assistant Fire Chief to represent MFD.
- Keep community stakeholders aware of news involving MFD by attending community meetings and issuing press releases.
- Act as MFD's communication liaison to state and federal government agencies in the instance of Homeland Security occurrences.
- Interface with members of the Common Council, and other agencies, and facilitate their involvement in MFD announcements when appropriate.

5% External Public Relations

- Manage MFD's program of allowing the media to ride along and/or observe Fire Department activities by approving requests and working with the City Attorney's Office to ensure the MFD's compliance with the program.
- Develop community outreach programs and coordinate programs and publicity with the private sector.
- Supply community groups with Department information when requested.
- Maintain relationships with community groups and involve them in announcements with MFD when appropriate.

Requirements for this position include a Bachelor's Degree in Journalism, Public Relations, Mass Communications, or related field. Five years of experience in the news media as a reporter or editor and as a communications manager is preferred. Other requirements include an awareness and understanding of Open Meetings/Open Records laws, verbal and written communication skills, and an ability to work with diverse groups of people, meet deadlines under pressure, and maintain a high level of flexibility.

Analysis:

The Department indicated that this position would report directly to the Fire Chief and provide a centralized position for all media relations and communications. This position will disseminate information both internally and externally and will be a liaison to Common Council Members, the media, and community and business groups. Specific duties include overseeing the Department's web site and providing information from the scene of an emergency. This position will also have duties related to public education. To classify this position, comparisons were made to other positions in the City including the following:

Public Information Coordinator in Salary Grade 005

The basic function of this position is to create and facilitate mass media informational and educational programs about public health, safety, and welfare with regards to the Department of Neighborhood Services' (DNS) mission of serving, assuring and conserving property. This includes producing and presenting multi-media communication tools to inform the public about the operations and objectives of DNS; and assisting in the planning, development, and research of training materials on topics such as building maintenance, rehabilitation, and safety; housing for

the homeless, disabled, senior citizens, and low income; fire prevention and safety; and interpretation of code requirements.

Health Communications Officer in Salary Grade 006

The basic function of this position is to manage staff and functions associated with communications, media relations, and graphics for the Health Department; function as the public information officer and media liaison for the Department; and represent the Department at community events, and on Committees and Task Forces. This includes drafting press releases, communications, correspondence, and reports; coordinating the dissemination of information to the media, the public and community organizations; editing and overseeing the production of the department's bimonthly newsletter and coordinating the preparation of annual reports; coordinating and monitoring responses to requests for records under Open Records Laws; and assisting in the preparation of speeches, presentations, and campaigns for public health matters.

Marketing and Public Relations Officer in Salary Grade 009

The basic function of this position is to manage the Milwaukee Public Library's communications and marketing program to further improve public understanding and use of library facilities, resources, and services. This includes supervising a staff of four; coordinating and supervising the preparation of information and illustrative materials; developing and implementing an effective communications and marketing plan; planning and assisting with special programs and events; coordinating radio and television activities; and consulting with Library Managers to plan and show various exhibits and displays.

Permits and Communications Manager in Salary Grade 009

The basic function of this position is to, under the direction of the Commissioner of Public Works, be responsible for permitting activities, public information, and community relations for the Department; and serve as a liaison with the Mayor's Office, Common Council, other City Departments, citizen customers, and community groups. This includes the supervision of seven employees and working long and irregular hours, especially during inclement weather and special events.

Public Relations Manager in Salary Grade 009

The basic function of this position is to promote positive public relations of the Milwaukee Police Department (MPD) through internal and external communications. This includes coordinating local, state, and national media relations; maintaining media contacts; being available to respond to scenes of critical incidents; advising the Chief of Police on media matters; working with the City Attorney's Office on Open Records issues; writing news releases, speeches, brochures and other materials; delivering speeches to community groups; overseeing the MPD web site; writing, designing, and coordinating a monthly newsletter; serving as a liaison with the Mayor's Office, Common Council, and other City Departments; and developing community outreach programs.

Publications and Information Manager in Salary Grade 009

The basic function of this position is to manage public relations counseling, writing, design, photography, graphic design services, television production and broadcast, and internet services for the Common Council and City Clerk's Office; and to provide city officials with the expertise, equipment, and means to inform the public about City government. This includes supervising nine City employees; writing news releases, newsletters, speeches, brochures, flyers, reports, and other public information materials; managing the digital photo archive for the Common Council-City Clerk's Office; and administering the budget, special purpose accounts, planning, recordkeeping, purchasing and quality control functions of the Public Relations Division.

The position under study has many similarities to all of the above positions but the positions in Salary Grade 009 are generally stronger. For example, the Marketing and Public Relations Officer in the Library is stronger since it supervises a staff of four, and is responsible for developing and implementing a comprehensive communications and marketing plan. The Publications and Information Manager is stronger since it supervises a staff of nine and oversees communication services for all fifteen Common Council Members and the City's Television Station. The Police Department position is stronger since it covers a larger department with more diverse functions and has a high consequence of error when releasing information about crime on a regular basis. The Permits and Communications Manager in the Department of Public Works is stronger since it is responsible for supervising a staff of seven, all permitting activity, and community relations for the Department.

The position in Salary Grade 009 that is most similar to the position under study is the Public Relations Manager in the Police Department. This position was created in 2004 and was originally in Salary Grade 007. In 2006 it was reallocated to Salary Grade 009 because of various changes that made the position a more central part of the Department. These changes included daily communications with the Mayor's Chief of Staff regarding crime

developments and upcoming events, daily media hearings, providing media training and coaching to department personnel, and developing partnerships with the private sector to obtain resources for the Department. The position under study is not as strong when considering these changes but the original Salary Grade 007 would be appropriate.

The additional public education duties broaden the scope of responsibility for the position under study but do not increase the level. For example, Public Health Educator II positions in Salary Grade 593 (\$41,791 - \$50,589) (2006 Rates) perform some similar duties such as planning, promoting, coordinating, conducting and evaluating community education programs; and developing and maintaining collaborative relationships with community organizations and groups including Milwaukee Public Schools. Other positions in Salary Grade 007 also perform research such as Budget and Policy Specialist and Legislative Fiscal Analyst-Lead.

Comparisons were also made to other management positions in the Fire Department that have responsibility for a specific function including the following two positions in Salary Grade 007:

Fire Personnel Officer in Salary Grade 007

The basic function of this position, under the general direction of the Deputy Chief of Administration, is to handle staff development and many aspects of personnel and contract administration. This includes supervising some of the civilian staff in the Administration Bureau; serving as a liaison to the Fire and Police Commission; monitoring and filling vacancies; overseeing development of personnel policies and work rules; responding to complaints; serving as a resource person on labor relations matters; and assisting with handling grievances.

Fire Dispatch Manager in Salary Grade 007

The basic function of this position is to administer the activities of the Communications Section, and be responsible for the prompt receipt and dispatch of Fire Department forces. This includes managing staffing of 26 employees and directly supervising five Fire Dispatch Supervisors; maintaining discipline; establishing and monitoring Section and Department policies; coordinating training sessions; and maintaining high standards of performance for personnel, equipment, and the work place.

Both of these positions also manage important functions within the Fire Department. Although these two positions have supervisory responsibilities and the position under study does not, the position under study does have a wider range of relationship responsibilities with media contacts, the Mayor's Office, Common Council, other Departments, and community groups.

The following table provides context to some of the other management and leadership positions in the Fire Department:

Title	Salary Grade	Rate of Pay
Fire Chief	18	(\$107,973 - \$151,159)*
Business Finance Manager	9	(\$60,809 - \$85,129)*
Fire Equipment Repairs Manager	8	(\$57,028 - \$79,836)*
Fire Dispatch Manager	7	(\$53,519 - \$74,922)*
Fire Equipment Repairs Supervisor		
Fire Personnel Officer		
Management & Accounting Officer	6	(\$50,206 - \$70,295)*
Health & Safety Officer		
Network Coordinator-Associate	4	(\$44,194 - \$61,871)*
Title	Pay Range	Rate of Pay
Assistant Fire Chief	867	(\$106,146 - \$128,991)**
Deputy Chief, Fire	865	(\$77,748 - \$94,441)**
Battalion Chief, Fire	863	(\$69,200 - \$84,036)**
Fire Captain	857	(\$61,595 - \$74,786)**
Fire Lieutenant	856	(\$54,835 - \$64,032)**

*2008 rates

**2006 rates

Based on our review the management job evaluation factors should be as follows:

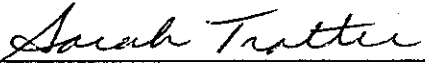
<u>Factor</u>	<u>Level</u>	<u>Points</u>
Impact and Accountability	7	104
Knowledge and Skill	6	80
Relationships Responsibility	7	46
Working Conditions	1	<u>5</u>
		235


Salary Grade 007 (231 - 265)

We further recommend the title of Fire Public Relations Manager to distinguish this position from the Public Relations Manager position in the Police Department.

Recommendation

Based on the above analysis we recommend this position be classified as Fire Public Relations Manager in Salary Grade 007.

Prepared by: 
Sarah Trotter
Human Resources Representative

Reviewed by: 
Maria Monteagudo
Employee Relations Director