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Department of Employee Relations

JOB EVALUATION REPORT

Fire Police Commission Meeting: July 25, 2024

This city-wide job study aligns approximately 17 Marketing and Communication titles and related classifications across 11 City departments. These recommendations have been sent in separate reports to the City Service Commission and the Fire and Police Commission as titles are often specific to a department.

The recommendations reallocate the rates of pay for classifications based upon a comparison to market rates of pay. These reallocations are not reclassifications. Employees in these titles will receive a rate increase only if their current base pay rate falls below the new minimum recruitment rate for their title.

In order to address internal equity issues, this report recommends that departments be allowed to request equity adjustments with the approval of DER. These may be requested when an eligible employee is being compensated at a rate of pay that is below the rate of a newer employee with less experience in the same classification or performing similar work within the same department. Further, this report recommends that departments be allowed to request 3% transfer adjustments with the approval of DER. A transfer is defined as the appointment to a position within the same pay range or to a pay range with the same rates of pay.

The analysis and recommendation process included a review of a position's duties and responsibilities, impact and accountability, relationship responsibilities, working conditions, as well as minimum education and experience requirements.

This process also compared a classification's rate of pay to the cost of labor in Southeastern Wisconsin. Market data was sourced from ERI, a salary survey to which Employee Relations subscribes, and the Bureau of Labor Statistics.

This report covers only those positions for which the paramount requirement is knowledge of the principles and practices of public relations, communications, media affairs, and/or marketing and promotional practices. These positions may provide strategic advice on communication issues and possess the ability to oversee and implement the digital media strategy, social media marketing, and website management.

Background

This report addresses internal equity between departments and examines not only the market rates but also the classification to ensure all positions are classified appropriately. A handful of the positions were studied back in 2022 prior to the lift of the mayoral cap. That being said, many of titles were not included in the prior study and this report is to ensure the City's internal comparables and classifications are in alignment while addressing the market rates.

Market Data

In determining the recommendations for these positions, comparisons were made to external market rates of pay for positions with similar duties and responsibilities in the Milwaukee Metropolitan area. Market pay data from the Economic Research Institute (ERI), a service to which the Department of Employee Relations subscribes, as well as rates from the Bureau of Labor Statistics (BLS), are below:

Marketing Communications Supervisor

Years of Experience	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
10	\$98,124	\$107,319	\$119,118	\$130,912	\$142,520
9	\$95,477	\$104,447	\$115,987	\$127,504	\$138,830
8	\$92,753	\$101,485	\$112,752	\$123,987	\$135,028
7	\$89,955	\$98,438	\$109,417	\$120,364	\$131,118
6	\$87,069	\$95,288	\$105,960	\$116,609	\$127,071
5	\$84,108	\$92,051	\$102,396	\$112,733	\$122,897
4	\$81,085	\$88,741	\$98,743	\$108,750	\$118,612
3	\$78,020	\$85,380	\$95,023	\$104,681	\$114,233
2	\$74,933	\$81,989	\$91,261	\$100,553	\$109,784
1	\$71,846	\$78,593	\$87,485	\$96,399	\$105,290

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$76,132	\$83,285	\$92,665	\$102,054	\$111,387
Level 2	\$87,526	\$95,762	\$106,435	\$117,090	\$127,594
Level 3	\$103,063	\$112,704	\$125,067	\$137,439	\$149,673

ERI describes a Marketing Communications Supervisor as a position that plans, creates, and implements marketing communications programs. Supports communications projects in the areas of advertising and promotional programs, public relations, and trade shows, including Internet-based communications. Develops, implements, and evaluates marketing communications plans in support of strategic objectives. Prepares materials for internal and external presentations on products, business plans, and management communications. Drafts communications plans for assigned division as well as product lines, then follows through on implementation in close cooperation and alignment with functional groups and sales, product management, and communication teams. Supports Marketing Communications projects and goals as defined by the Senior Manager of Marketing Communications. Assists with website content management. Performs copy writing for annual report, analysts meeting, other corporate functions, and press conferences. Tracks and follows up on the editorial calendar. Drives strategic positioning in coordination with Marketing Communications Director to ensure alignment of activities with corporate communication strategy and regional key messages.

Marketing Administrator

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$43,941	\$47,917	\$53,241	\$58,424	\$63,740
Level 2	\$51,264	\$55,958	\$62,213	\$68,389	\$74,690
Level 3	\$60,838	\$66,477	\$73,957	\$81,429	\$88,999

ERI describes a Marketing Administrator as a position that structures and leads targeted marketing campaigns across various mediums, such as online advertising, print advertising, and radio and television commercials. Monitors and assesses the performance of marketing campaigns and examines opportunities for improvement. Maintains company's online presence, including website, social media, and blogs, and manages inquiries generated on these platforms. Creates and edits corporate communications, such as presentations, newsletters, press releases, media kits and other marketing literature. Analyzes market research and evaluates opportunities to optimize marketing spend and performance. Identifies potential customers. Develops and maintains a database of potential customers. Negotiates contracts and acts as the company liaison for marketing services vendors, such as advertising agencies, print supplies, and freelancers. Coordinates and participates in promotional activities, trade shows and industry events. May generate reports.

Recommendations

Current	Recommended
Marketing and Communications Officer PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$72,768 (One Position – MPD)	Marketing and Communications Officer PR 2LX (\$75,162 – \$105,223) FN: Recruitment is at \$90,291 (One Position – MPD)

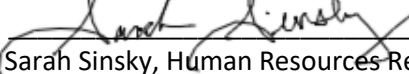
Titles Evaluated – No Change Recommended


Current Title	Current Pay Range	New Title	Recommended Pay Range
Community Relations, Engagement and Recruitment Director	PR 1JX (\$85,366 - \$119,521) FN: Recruitment is at \$109,221 (One Position – MPD)	N/A	N/A

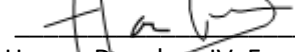
DER has evaluated titles above and included them in the analysis of the report, but no change in pay range or rate is recommended in relation to market data as it has been studied recently.

Action Required - Effective Pay Period 17, 2024 (August 4, 2024)

* See addendum included in CCFN for Salary and Position Ordinance changes.

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