



Department of Employee Relations

Tom Barrett
Mayor

Maria Monteagudo
Director

Michael Brady
Employee Benefits Director

Deborah Ford
Labor Negotiator

November 12, 2013

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

Dear Committee Members:

Re: Common Council File Number 130749

The following classification and pay levels were approved by the Board of Fire and Police Commissioners on **November 7, 2013**:

In the Police Department, one position of Public Relations Manager, Pay Range 2JX was recommended for reclassification to Media Producer, Pay Range 2EN.

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

Sincerely,

Maria Monteagudo
Employee Relations Director

MM:fcw

Attachment: Job Evaluation Report
Fiscal Note

C: Mark Nicolini, Jennifer Meyer, James Carroll, Bryan Rynders, Deborah Ford, Nicole Fleck, Michael Tobin, Chief of Police Edward Flynn, Chief of Staff Joel Plant, Lieutenant Mark Stanmeyer, Valarie Williams, Pamela Roberts



JOB EVALUATION REPORT

Fire and Police Commission Meeting Date: November 7, 2013

POLICE DEPARTMENT

Current	Request	Recommendation
Public Relations Manager PR 2JX (\$61,721 - \$86,406)	Media Producer PR 2EN (\$49,558 - \$63,702)	Media Producer PR 2EN (\$49,558 - \$63,702)

Action Required

In the Positions Ordinance, Police Department, Administrative Services Decision Unit, Media & Communications, delete one position of "Public Relations Manager" and add one position of "Media Producer".

Background

The Fire and Police Commission forwarded a letter from the Milwaukee Police Department (MPD) regarding a request to reclassify one vacant position of Public Relations Manager in Pay Range 2JX to Media Producer in Pay Range 2EN. A new job description was provided and discussions were held with the supervisor of the position, Lieutenant Mark Stanmeyer, and Pamela Roberts, Human Resources Specialist.

Duties and Responsibilities

The basic function of this position is to provide internal and external Department outreach through a variety of technology based platforms including websites, social media, live presentations, photographs and video recordings. The duties and responsibilities include the following:

- 40% Media/Public Affairs – provide Department outreach through various web and social media platforms; provide support for press conferences and other media events; and photograph and document media coverage.
- 10% Pre-Production - perform a production needs evaluation; conduct planning meetings; perform scheduling, script writing, storyboarding, outlining, music selection, copyright clearances, and support material research; schedule cast and crew; obtain actor releases; acquire materials and supplies; perform set design and lighting design; and secure equipment.
- 15% Production – direct video productions including blocking (where action happens), lighting, and sound; operate video camera; and incorporate external media including photographs, slides and other collateral and hard copy.
- 15% Post Production – work with Digital Non-Linear Editing which requires the ingesting of raw video into the computer, editing and trimming selections, signal processing and enhancing, audio mixing, title creation, photo retouching, graphic creation, and sound

- enhancing and mixing; CD/DVD mastering and authoring; and web posting and network distribution.
- 5% Training – provide training on proper equipment operations; and information and suggestions on operational capabilities.
- 5% Office Bookkeeping – perform report writing on projects, grant writing, day-to-day operational bookkeeping, and budget management of annual budget of \$25,000; and order equipment and parts to maintain Section equipment valued at \$250,000 plus other departmental audiovisual equipment.
- 5% Research – research or attend training or sales seminars on new technology, upgrades, and repair techniques.
- 5% Meetings – attend Department operations meetings to stay current of Department activities and look for ways to use technology to assist the Department.

Requirements for this position include a Bachelor's Degree in Communications, Media Relations, Advertising, Journalism or related field or an Associate's Degree in Electronics, Visual Arts, Video/Television/Film Production or related field; and four years of experience in professional video production, working with an advertising agency or television/print news outlet. Ability to communicate effectively, both orally and in writing, using tact and diplomacy, and maintain a high level of confidentiality.

Analysis


The Police Department currently has one position of Media Producer that performs the duties listed above and works at both the Training Academy and in the Office of the Chief at the Administration Building. The Department has indicated that the volume of work is such that they need another position to perform these duties. The Department wishes to have the vacant position of Public Relations Manager in Pay Range 2JX reclassified to Media Producer in Pay Range 2EN so that they will have two positions at this level. Both of these positions would report to the Lieutenant assigned to the Media and Communications Section of the Office of the Chief.

Recommendation

Based on the analysis above we recommend this vacant position of Public Relations Manager in Pay Range 2JX be reclassified to Media Producer in Pay Range 2EN.

Prepared by: 
Sarah Trotter, Human Resources Representative

Reviewed by: 
Andrea Knickerbocker, Human Resources Manager

Reviewed by: 
Maria Monteagudo, Employee Relations Director