



Cavalier Johnson
Mayor

Harper Donahue, IV
Director

Molly King
Employee Benefits Director

Vacant
Labor Negotiator

Department of Employee Relations

JOB EVALUATION REPORT

City Service Commission Meeting: December 10, 2024

Library

Current	Recommended
Library Volunteer Coordinator PR 2EN (\$48,079 - \$67,309) FN: Recruitment is at \$57,730 (One Position)	Marketing and Communications Coordinator PR 2JX (\$66,154 - \$92,612) FN: Recruitment is at \$75,722 (One Position)
New Positions (14 Positions)	Library Security Guard PR 8AN (\$44,862 - \$53,601) FN: Recruitment is at \$43,036 FN: Employees will receive an additional 5% incentive for lead work. (14 Positions)

Note: Residents receive a rate that is 3% higher.

The Milwaukee Public Library has requested a reclassification of one position due to evolved duties and responsibilities and the classification of new positions. Job descriptions were provided and conversations were held with Victoria Robertson, Library Human Resources Administrator.

Current	Library Volunteer Coordinator	PR 2EN (\$48,079 - \$67,309) FN: Recruitment is at \$57,730	One Position
Recommended	Marketing and Communications Coordinator	PR 2JX (\$66,154 - \$92,612) FN: Recruitment is at \$75,722	One Position

This position implements campaigns that markets the Milwaukee Public Library (MPL) using a variety of traditional and digital communications channels, including printed media, website, email, social media, and digital signage. Duties and responsibilities include:

- Develop a comprehensive understanding of all MPL offerings, including programs, collections, resources and other services.
- Actively participate in monthly editorial meetings to align campaigns with the broader communication plan and strategies.
- Design and implement targeted marketing campaigns to promote MPL to the community through traditional and digital communication channels, ensuring consistent branding across all materials.
- Create high-quality content tailored to the target audience, optimizing it for various platforms.
- Test, evaluate, and suggest improvements through campaign.

- Coordinate logistics for marketing initiatives, including scheduling, materials preparation, and vendor liaison.
- Write, design, and distribute marketing materials, flyers, and other program information to support spotlight program awareness and drive attendance.
- Serve as a communication liaison for special events planning, including summer reading, cluster events, and other larger library events that require additional marketing and outreach support.
- Document program activity through photography and cellphone/camera videos. Maintain photos and records in an easy to access and understand manner.
- Provide support in staff participating in outreach events, from print materials to other promotional items.
- Serve as the communications and marketing point person for all teen programming and promotions.
- Design, create, and post original and engaging social media content across library channels. Create graphics or videos to accompany posts.
- Identify and implement paid advertising campaigns for specific programs and events.
- Monitor and respond to comments generated by social media posts.
- Attend regular City-wide Social Media Management meetings.
- Identify new trends and social channels, suggesting changes to increase follower engagement.
- Collaborate with other social media content creators to ensure consistency of brand and strategic channel goals.
- Create, plan, and post website content on MPL's website, including program-specific pages and specialty pages designed to engage the target audiences. Keep up to date with website CMS and other technologies.
- Review monthly web analytics and identify areas that have opportunities for improvement.
- Coordinate all digital signage with MPL IT team and other vendors.
- Coordinate interior and exterior print signage requests for special events, displays, library shelving, working closely with the Communications Director to ensure brand standards and consistency across all locations.
- Support Marketing and Communications Officer with creating content and designs for MPL's electronic marketing, including newsletters and other communications.
- Respond to general inquires regarding library events and programs from public and library system.
- Serve as a marketing and communications representative on various internal and external committees.
- Prepare and distribute reports and correspondence.
- Perform other duties as assigned.

Minimum qualifications include a bachelor's degree in communications, marketing, journalism, or a related field from an accredited college or university; one year of progressively responsible experience in journalism, marketing, communications, media, or public relations, including strategic communications and social media; and a valid driver's license at time of appointment and throughout employment.

The department has indicated that the current incumbent of the position has been expanding more into communication and marketing duties, including serving as the account manager and content creator for the MPL's Instagram and TikTok accounts, which are nationally recognized with a Peabody nomination.

These duties and responsibilities have been expanding over time as the media and marketing needs have increased in order to maintain the MPL’s social media presence.

Due to the similarity and comparable duties and responsibilities this position has evolved to taking on in comparison to other Marketing and Communications Coordinators city wide, this report recommends reclassifying one position of Library Volunteer Coordinator in Pay Range 2EN (\$48,079 - \$67,309, recruitment at \$57,730) as a Marketing and Communications Coordinator in Pay Range 2JX (\$66,154 - \$92,612) with a recruitment rate of \$75,722.

Current	New Positions		14 Positions
Recommended	Library Security Guard	PR 8AN (\$44,862 - \$53,601) FN: Recruitment is at \$43,036 FN: Employees will receive an additional 5% incentive for lead work.	14 Positions

Under the direction of the Security Manager, this position will assist in implementing the overall security program to ensure the safety and security of library staff, the public, library facilities, and assets for the Milwaukee Public Library system, including Central and branch libraries. This position responds to security patron incidents and coordinates with other security team members and MPL staff. Duties and responsibilities include:

- Patrol and monitor library facilities in order to identify, prevent, and respond to violations of the Library’s Rules of Conduct, policies and procedures.
- Evaluate problems related to the security of library staff, volunteers, patrons, and property, and take appropriate preventative and protective action.
- Explain rules and procedures to library visitors and solicit cooperation and compliance.
- Investigate and handle disturbances and, as needed, obtain police and law enforcement assistance.
- When needed, enforce exclusion policies.
- Perform crowd control duties for special events.
- Obtain, record, and maintain necessary documentation, records and reports.
- Operate security and property-related programs.
- When assigned, serve as a liaison between library staff, police agencies and personnel, contracted security personnel, and the public.
- Appear in court as needed to provide evidence in legal matters.
- Provides security support for after hours and special events that are held on MPL property.
- Serve as the backup to the MPL Security Investigator when needed.
- Respond to medical emergencies. Take a lead role in responding to building emergencies and evacuations.
- Identify and report security and/or safety conditions and concerns. Identify and recommend procedures and methods to prevent property loss and damage.
- Work with library staff to identify and resolve security problems and keep the Safety and Security Manager informed of activities and/or problems.

Minimum qualifications include Private Security Permit and one year of related experience performing similar duties in settings that require highly visible and sensitive public contact, conflict

resolution and problem-solving skills, and the ability to respond appropriately to critical incidents in an occupational setting. An associate’s degree is preferred. The Staffing Division has not yet assessed these requirements.

The department has indicated a need to transition from contracted security staff to dedicated staff, noting budgetary constraints and retention of skilled and knowledgeable employees. The Library’s operations are vast and cover two shifts, including weekends. It would also be pertinent to note that with the Library’s community ties and outreach, events play a larger role to engage with the general public. Currently the Library contracts their security through Securitas and not only is the city paying overhead for the contracting service, for special events, there is a premium upcharge that is approximately \$14.18 per hour over the standard rate. Furthermore, there is an issue with retention as contracted staff see a higher turnover rate and with the expansive library system that the City of Milwaukee has, there is a lot of time lost in training when there is that turnover. The addition of these positions should address both the budgetary constraints and the ability to retain library experienced security staff.

Below are market rates of pay as reported by the Economic Research Institute (ERI), a salary survey to which DER subscribes:

Security Guard

Years of Experience	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
10	\$ 41,777	\$ 44,477	\$ 48,240	\$ 51,468	\$ 54,948
9	\$ 40,861	\$ 43,506	\$ 47,199	\$ 50,354	\$ 53,758
8	\$ 39,915	\$ 42,504	\$ 46,124	\$ 49,205	\$ 52,531
7	\$ 38,928	\$ 41,456	\$ 45,000	\$ 48,005	\$ 51,251
6	\$ 37,882	\$ 40,346	\$ 43,808	\$ 46,733	\$ 49,896
5	\$ 36,762	\$ 39,155	\$ 42,529	\$ 45,368	\$ 48,445
4	\$ 35,570	\$ 37,884	\$ 41,163	\$ 43,911	\$ 46,895
3	\$ 34,317	\$ 36,547	\$ 39,721	\$ 42,371	\$ 45,260
2	\$ 33,024	\$ 35,162	\$ 38,225	\$ 40,770	\$ 43,559
1	\$ 31,717	\$ 33,755	\$ 36,699	\$ 39,136	\$ 41,820

Source: ERI Data as of October 1, 2024

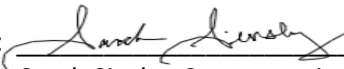
ERI defines a Security Guard as a position that guards industrial or commercial property against fire, theft, vandalism, and illegal entry. Patrols buildings and grounds of industrial plant or commercial establishment, docks, or work site. Examines doors, windows, and gates to determine that they are secure. Preserves order and enforces security regulations. Warns violators of rule infractions, such as loitering, smoking, or carrying forbidden articles; and apprehends or expels culprits. Inspects equipment and machinery to ascertain if tampering has occurred. Watches for and reports conditions that could result in injury or loss due to fire hazards, leaking pipes, spills, faulty equipment, etc. Checks personnel for proper identification and clearance. Permits authorized people to enter property. Checks incoming and outgoing packages. Observes departing personnel to guard against theft of company property. Sounds alarm or calls police or fire department in case of fire, difficulty with unauthorized people, or


medical emergencies. Records data, such as property damage, unusual occurrences, and malfunctioning of machinery or equipment, for use by supervisory staff.

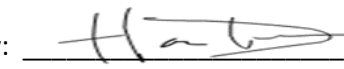
Based off the responsibilities in comparison to the classification and market rates of pay in southeastern Wisconsin, this report recommends classifying fourteen new positions as Library Security Guard and placing it in Pay Range 8AN (\$44,862 - \$53,601) with a recruitment rate of \$43,036. This report further recommends providing an incentive 5% for lead work assignments that may be reexamined at a later date to determine on whether or not it would be beneficial to business operations to have a dedicated lead classification.

**Action Required – Security Guard proposed classification effective Pay Period 1, 2025 (December 22, 2024)
Marketing and Communications Coordinator proposed reclassification effective Pay Period 2, 2025 (January 5, 2025)**

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

Prepared by: 
Sarah Sinsky, Compensation Supervisor

Reviewed by: 
Andrea Knickerbocker, Human Resources Manager

Reviewed by: 
Harper Donahue IV, Employee Relations Director