



Department of Employee Relations

**Tom Barrett**  
Mayor

**Maria Monteagudo**  
Director

**Michael Brady**  
Employee Benefits Director

**Deborah Ford**  
Labor Negotiator

May 31, 2013

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

Dear Committee Members: Re: Common Council File Number 130133

The following classification and pay recommendations were approved by the City Service Commission on **May 28, 2013**.

In the City Treasurer Office,

One position of Network Coordinator-Associate, Pay Range 2EX was recommended for reclassification to Tax Enforcement Specialist, Pay Range 6NN.

One position of Customer Service Representative II, Pay Range 6GN was recommended for reclassification to Program Assistant II, Pay Range 5FN.

The following classification and pay recommendations were approved by the City Service Commission on **April 16, 2013**.

In the Department of City Development, one position of Communications and Outreach Manager, Pay Range 2JX was recommended for reclassification to Events and Outreach Coordinator, Pay Range 2FX.

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

Sincerely,

Maria Monteagudo  
Employee Relations Director

MM:fcw

Attachments: 2 Job Evaluation Reports  
2 Fiscal Notes

C: Mark Nicolini, James Carroll, Deborah Ford, Nicole Fleck, Spencer Coggs, James Klajbor, Richard Marcoux, Martha Brown, and Judy Allen



**JOB EVALUATION REPORT**

City Service Commission Meeting: May 28, 2013

Department: City Treasurer

Current	Requested	Recommended
Network Coordinator--Associate 2EX (\$44,194 - \$61,871)	Tax Enforcement Specialist 6NN (\$43,909 - \$50,282)	Tax Enforcement Specialist 6NN (\$43,909 - \$50,282)
Customer Service Representative II 6GN (\$35,653 - \$38,963)	Program Assistant II 5FN (\$41,495 - \$47,065)	Program Assistant II 5FN (\$41,495 - \$47,065)

**Action Required**

In the Positions Ordinance, under City Treasurer, Administration Division, delete one position of "Network Coordinator-Associate", add one position of "Tax Enforcement Specialist" and add one position of "Program Assistant II"; under Customer Services Division, delete one position of "Customer Service Representative II".

**Background**

The City Treasurer, Spencer Coggs has requested the reclassification of two positions in his office to address the dramatic increase in both the volume and complexity of in rem tax foreclosures and taxpayer bankruptcy filings. The department wishes to have two Tax Enforcement Specialists and two Program Assistants to deal with in rem tax foreclosures and taxpayer bankruptcy filings. Revised job descriptions and a departmental organization chart were reviewed and discussions were held with James Klajbor, Deputy City Treasurer.

<b>Current:</b>	<b>Network Coordinator-Associate</b>	<b>PR 2EX</b>
<b>Proposed:</b>	<b>Tax Enforcement Specialist</b>	<b>PR 6NN</b>
<b>Recommended:</b>	<b>Tax Enforcement Specialist</b>	<b>PR 6NN</b>

The basic function of this position is to assist the Special Assistant to the City Treasurer by performing duties and responsibilities related to tax enforcement, vacated judgments, bankruptcy administration, and customer relations. The major areas of responsibility for this job, as stated in its revised job description, are as follows:

- Delinquent tax enforcement
- Bankruptcy administration
- Collection agency monitoring and coordination
- Vacated judgment administration
- General office administration
- Tax collection

Tax enforcement includes identifying parties of interest related to tax enforcement actions; preparing required legal documents; assuring that official notices are published in the newspaper; preparing and mailing required notices to interested parties, and maintaining all activity files. This position is also responsible for preparing documents and mailings related to taxpayers' applications for vacation of judgments. Thirdly, the employee performing this job

responds to customer inquiries of a more technical nature related to tax enforcement actions by telephone, written correspondence, and in-person.

The most recent job description indicates that the minimum requirements for the job include an associate's degree in business administration, finance or legal studies and a minimum of six years of clerical experience with at least two years at the level of Office assistant III or above. Equivalent combinations of education and experience are usually acceptable. These requirements have not been validated by the Staffing Division for the purpose of staffing.

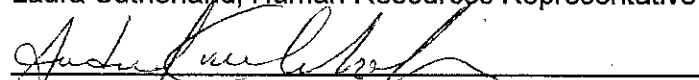
Due to the fact that this position will perform the same duties and responsibilities as a currently existing Tax Enforcement Specialist, we recommend that it be classified as such, as requested.

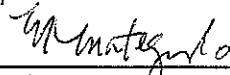
<b>Current:</b>	<b>Customer Service Representative II</b>	<b>6GN</b>
<b>Proposed:</b>	<b>Program Assistant II</b>	<b>5FN</b>
<b>Recommended</b>	<b>Program Assistant II</b>	<b>5FN</b>

This position will also report to the Special Assistant to the City Treasurer and spend approximately 60% of the time assisting with many different duties and responsibilities associated with in rem tax foreclosures and taxpayer bankruptcy filings. The other 40% of the position's time will be devoted to general office duties. The minimum requirements for the position include an associate's degree in business administration, finance or legal studies and a minimum of four years of clerical experience with at least two years at the level of Office assistant III or above. Equivalent combinations of education and experience are usually acceptable. These requirements have not been validated by the Staffing Division for the purpose of staffing.

Due to the fact that this position will perform the same duties and responsibilities as a currently existing Program Assistant II, we recommend that it be classified as such.

Prepared by:   
Laura Sutherland, Human Resources Representative

Reviewed by:   
Andrea Knickerbocker, Human Resources Manager

Reviewed by:   
Maria Montenegro, Employee Relations Director

**JOB EVALUATION REPORT**

City Service Commission Meeting Date: April 16, 2013  
 Department: City Development

Current	Request	Recommendation
Communications and Outreach Manager PR 2JX (\$60,809 - \$85,129)	Events and Outreach Coordinator PR 2GX (\$50,206 - \$70,295)	Events and Outreach Coordinator PR 2FX (\$47,109 - \$65,957)

**Action Required**

In the Salary Ordinance, under Pay Range 2FX, add the title "Events and Outreach Coordinator". Under Pay 2JX, delete the title "Communications and Outreach Manager".

In the Positions Ordinance, Department of City Development, General Management and Policy Development Decision Unit, Office of the Commissioner, delete one position of "Communications and Outreach Manager" and add one position of "Events and Outreach Coordinator".

**Background**

This position will become vacant in May and the Department wishes to have the position be reclassified due to several changes in the duties and responsibilities. The position is located in the Commissioner's Office and reports directly to the Deputy Commissioner of City Development. The Department provided a new job description and discussions were held with Judy Allen, Resource and Administrative Manager.

**Duties and Responsibilities**

The basic function of this position is to be responsible for planning and executing special events on behalf of the Department of City Development (DCD) and the Office of the Mayor; providing staff support to the Milwaukee Arts Board, overseeing the annual Arts Board grant program, and serving as a liaison to the creative community; and managing the Department's web site.

Duties and responsibilities include the following:

- 25% Plan and execute special events and media opportunities such as the Mayor's State of the City address, annual Mayor's Design Awards and departmental participation in larger events that promote home ownership and encourage applications for DCD programs; be responsible for or have input into activities such as vendor selection, event schedules, publicity, and invitations, budget management and securing participation of appropriate elected officials; and frequently work in collaboration with staff from DCD and/or the Mayor's Office.
- 35% Manage the DCD web site; recommend new approaches for web-based communication; work with staff to develop and update content; post content using the Titan Content Management System; and continuously evaluate website and identify opportunities for improvement.
- 10% Provide staff support to the Milwaukee Arts Board and its subcommittees; implementing the annual Arts Board grant program, including notification of applicants, evaluation of applications, contract management, and grant reporting; maintain inventory of the City's art collection; and work closely with the Arts Board chair to develop meeting agendas.

- 10% Serve as a liaison to Milwaukee's creative community; represent the City of Milwaukee in activities of the Creative Alliance; respond to inquiries from creative industry firms and organizations regarding grants, development and business assistance, Mayoral appearances at art/cultural events; and other topics of mutual interest.
- 5% Work with the Milwaukee Fourth of July Commission and Committee representatives from 12 parks within Milwaukee to plan and execute Fourth of July celebrations; be responsible for the distribution and oversight of City funds allocated for these events, organize the Mayor's schedule for attending the celebrations; secure vendors and event publicity for celebrations; and serve as a liaison to City and County offices in relation to these celebrations.
- 5% Organize visits, tours, and presentations that promote the work of DCD, including tours for foreign and student delegations.
- 5% Represent DCD as a member of internal and external task forces and committees involved in a variety of collaborations.
- 5% Direct the work of contractors engaged by DCD for photography and graphic design assignments; and perform other duties as assigned.

Requirements include a Bachelor's Degree in Communications, Arts Administration, Public Relations, or closely related area; and three years of related experience including experience with developing and/or managing a website and with organizing special events. Equivalent combinations of education and experience may also be considered. These requirements have not yet been assessed for staffing purposes.

### **Analysis**

This position was created as part of the 2010 budget with the basic function of planning and implementing strategies using various means, including electronic and print media, social networking, public meetings, and presentations, to inform customers and stakeholders about the availability of economic development tools and the impact of economic development activity; and to prepare grant applications to support the achievement of economic development goals. Many of these duties were previously performed by the Marketing Development Services Manager position in Salary Grade 11 which was eliminated at that time. The position reported to the Development Projects Manager, supervised one position of Graphic Designer II, and oversaw the work of one contracted position of photographer/videographer.

As the position will become vacant in May of this year the Department wishes to change some of the duties and responsibilities. The position will report directly to the Deputy Commissioner and will have more focus on planning and executing special events for DCD and the Office of the Mayor, serving as a liaison to the Milwaukee creative community, and managing the Department's website. The position will continue to provide staff support to the Milwaukee Arts Board and the Milwaukee Fourth of July Commission. The position no longer has supervisory responsibilities but does have oversight responsibilities for a contract photographer.

Comparisons were made to other positions in the City including the following.

### **Administrative Specialist – Senior in PR 2EX (\$44,194 – \$61,871) (SG 04)**

Responsible for promoting the Library's services and resources by editing and writing Library publications; developing and maintaining electronic media; and assisting in developing and coordinating public relations, marketing programs, and special events. Responsibilities include

the Library's website and developing new pages, maintaining calendars, designing art, performing updates, and assisting with developing content.

**Certification and Communications Coordinator in PR 2FX (\$47,109 - \$65,957) (SG 05)**

Responsible for facilitating and coordinating all forms of communication and training for internal and external customers of the Department of Neighborhood Services (DNS); production and control of all printed items used by DNS; web-design and technical assistance for DNS website; facilitating continuing education requirements and state licensing for all certified inspectors; answering inquiries regarding DNS codes, policies, and procedures from the public, news media, other departments, code associations, and regulatory agencies; maintaining electronic equipment utilized by DNS staff; and representing DNS as a liaison with various City departments, City committees, code associations and regulatory agencies.

**Trade Development Representative in PR 2FX (\$47,109 - \$65,957) (SG 05)**

Under the direction of the Port Marketing Manager, responsible for business development and marketing; assisting in the promotion of the Foreign Trade Zone 41; and collecting, maintaining, and analyzing data on vessel and cargo movements. Duties include promoting cargo through the Port of Milwaukee by establishing relationships with ocean carriers, barge services, truck lines, railroads, and the customers that use these transportation services; assisting in designing promotional material to market the trade zone to potential users; representing the Port of Milwaukee as a liaison to community and/or trade organizations; and assisting in preparing and maintaining publications, the website and press releases for the Port of Milwaukee.

**Economic Development Specialist in PR 2GX (\$50,206 - \$70,295) (SG 06)**

There are two positions in the Commissioner's Office in the Department of City Development. One position has responsibility for coordinating economic development initiatives through organization and operation of a business call program. This involves scheduling and making in-person calls to local employers to discern their satisfaction with their Milwaukee location; introducing City services and assistance; and gathering information about the company's operations including opportunities for expansion and various programs. The other position has responsibility for managing economic development initiatives including neighborhood and major downtown redevelopment efforts, job generating investments, business creation and Riverwalk development.

As this position is somewhat unique there was no direct match but rather several positions that have some similarities. With a heavier emphasis on website management and serving as a liaison with various groups we recommend that this position be placed in Pay Range 2FX. The classification of Economic Development Specialist in Pay Range 2GX is stronger with the independent responsibility for larger projects. We agree with the requested title of Events and Outreach Coordinator as it describes well the focus of the position.

We therefore recommend this position be reclassified from Communications and Outreach Manager in Pay Range 2JX to Events and Outreach Coordinator in Pay Range 2FX.

Prepared by: *Sarah Trotter*  
Sarah Trotter, Human Resources Representative

Reviewed by: *Andrea Knickerbocker*  
Andrea Knickerbocker, Human Resources Manager

Reviewed by: *Maria Montenegro*  
Maria Montenegro, Employee Relations Director