



## Department of Employee Relations

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June 14, 2018

To: The City of Milwaukee Sister Cities Committee

From: Maria Monteagudo, Employee Relations Director 

Re: Review of New Position Proposal

### Background

The Department of Employee Relations received a letter dated March 15, 2018 from James Owczarski, City Clerk, requesting a review of a position that would assist in the role of the Sister Cities Committee to serve as a catalyst for cultural exchange and economic development. A job description was provided and discussions were held with Jim Owczarski. As this position is in the development stage and has not yet been approved by the Common Council we are providing an informational summary and not an official report.

### Duties and Responsibilities

The basic function of this position is to serve as the program coordinator for the City of Milwaukee's Sister Cities Program; and promote economic, cultural, and Sister City professional development through the Sister Cities Program at the local level. Duties and responsibilities include the following.

- 40% Promote and operate Sister City programming and activities for the city, considering short and long-term goals and best impacts for the City relative to economic and social exchange; and in consideration of different demographics and media types and using best practices, develop and maintain a marketing and communication plan for increasing public awareness of the program and its benefits to the community, City departments, and public-private institutions, including local and international relationships.
- 30% Work to raise funds for the Sister City Program; and identify, apply, and obtain available grants and funding.
- 10% Assist and support local sponsors of the Sister City Program to establish or maintain successful and active exchange relationships on an ongoing basis relative to relationship building, coordination, and guidance.
- 10% Travel and attend Sister Cities International annual conferences; assist local sponsor events and program-related meetings and events; and evaluate and forward recommendations regarding Sister City relationships and other matters to the Sister Cities Committee.
- 5% Serve as secretary to the Sister Cities Committee.
- 5% Respond to and provide information to inquiries from the public and interested parties.

Minimum requirements include a bachelor's degree in international studies, international development, or closely related field; and three years of experience in an economic development role including some experience with international economic development. Other requirements include knowledge of the goals and processes of Sister Cities International; and a willingness and ability to travel on a regular basis. It was also noted that the person in this position must be able to work in an environment where a substantial amount of confidential information is shared but



must remain confidential and that they must have good communication skills to interact with elected officials, department heads and other senior City management personnel, private attorneys and other professionals, and other members of the public. These requirements have not yet been assessed by the Staffing Division.

### Analysis

To review this position, comparisons were made to several City positions including the following.

<p><u>Title:</u> Equal Rights Specialist  <u>Pay Range:</u> 2EX (\$48,670 - \$63,426)  <u>Department:</u> Department of Administration</p>	<p><u>Function:</u> Provide dedicated support to the Equal Rights Commission and assist in carrying out related Department of Administration initiatives by performing research and engaging in community outreach. Minimum Requirements include a bachelor's degree in public administration, business administration, urban planning, communication or related field and two years of professional experience in community organizing, advocacy, or working for a government agency or not-for-profit organization.</p>
<p><u>Title:</u> Trade Development Representative  <u>Pay Range:</u> 2FX (\$48,670 - \$67,616)  <u>Department:</u> Port of Milwaukee</p>	<p><u>Function:</u> Underfill level of the Trade Development Representative – Senior position listed below.</p>
<p><u>Title:</u> Economic Development Specialist  <u>Pay Range:</u> 2GX (\$51,469 - \$72,063)  <u>Department:</u> Department of City Development</p>	<p><u>Function:</u> Under the general direction of the Commercial Corridor Manager, assist Common Council members in coordinating economic development initiatives in the City's neighborhood commercial districts. Minimum requirements include a bachelor's degree in communications, political science, business administration, real estate, marketing or related field and three years of project formulation and project implementation experience in the areas of economic development and/or commercial real estate development.</p>
<p><u>Title:</u> Trade Development Representative - Senior  <u>Pay Range:</u> 2HX (\$54,865 - \$76,806)  <u>Department:</u> Port of Milwaukee</p>	<p><u>Function:</u> Under the direction of the Port Marketing Manager, develop business opportunities for the Port of Milwaukee to help generate cargo, revenue, job growth, and economic development in the region. Minimum requirements include a bachelor's degree in transportation, business, marketing, economics or related field and three years of sales and marketing experience in the transportation field. Must be willing to travel outside Milwaukee including occasional overnight travel.</p>
<p><u>Title:</u> Marketing and Communications Officer  <u>Pay Range:</u> 2JX (\$62,338 - \$87,270)  <u>Department:</u> Department of Public Works</p>	<p><u>Function:</u> Manage staff and functions associated with marketing and communications, media, community relations, and graphics/web services for the Department of Public Works (DPW); serve as the public information officer and media liaison for DPW; represent DPW at community events and various committees and task force groups; and be responsible for drafting, executing and overseeing a consistent, long term public relations plan. Minimum requirements include a bachelor's degree in journalism, public relations, communications or related field and five years of journalism, communications, or public or media relations.</p>

Please note that equivalent combinations of education and experience may be considered for the minimum requirements for each of these positions and that not all requirements have been assessed by the Staffing Division.

We also looked at market rates for positions that had some similarities to the proposed position under study as shown in the chart below.

Title	Source	Rates
Marketing Communications Supervisor	ERI – 50 Mile Radius from Milwaukee	\$68,260 - \$83,543
Trade Relations Supervisor	ERI – 50 Mile Radius from Milwaukee	\$65,021 - \$78,731
Economic Analyst	ERI – 50 Mile Radius from Milwaukee	\$62,939 - \$76,238
Management Analyst	ERI – 50 Mile Radius from Milwaukee	\$55,585 - \$68,281
Public Relations Representative	ERI – 50 Mile Radius from Milwaukee	\$48,299 - \$59,312

Rates based on the 25<sup>th</sup> and 75<sup>th</sup> percentile for 3 years of experience from ERI (Economic Research Institute).

Based on the information above the position most similar to the proposed position would be the Economic Development Specialist in Pay Range 2GX (\$51,469 - \$72,063). This position also has responsibility for promoting and working with economic development initiatives and has similar requirements. Although the Economic Development Specialist position does not have responsibilities related to international relations it does have more responsibility related to commercial development and specifically requires knowledge of commercial real estate development.

The proposed title of Sister Cities Coordinator is appropriate as it is descriptive of the work and other positions at this level also have the word "Coordinator" in the title including "Internet Services Coordinator", MAIG Regional Coordinator" and Workforce Development Coordinator".

In conclusion, the information we have at this time would support a recommendation of the classification of "Sister Cities Coordinator" in Pay Range 2GX (\$51,469 - \$72,063). Please note that the Salary Ordinance allows flexibility to appoint a qualified individual up to 60% of the range (\$63,825) subject to approval of the Department of Employee Relations and the Chair of Finance and Personnel. All City position rates in this memorandum are resident rates.