

TO: Personnel Board

FROM: Tameaka Bryant, Human Resources Analyst

DATE: December 27, 2019

SUBJECT: Transit Marketing Specialist 1-Madison Metro Transit

Former Metro General Manager Chuck Kamp has requested a study of the Transit Marketing Specialist 1 position (Pos. #4205, CG44, R04), currently occupied by Delfina Florencio-Morales. Metro's CG 44 is comparable to other City jobs CG18. In 1997 the Transit Marketing Specialist 2 position was reclassified to CG44, R08, while the Transit Marketing Specialist 1 remained in CG44, R04, motivating this study today. Based on the attached position description that was submitted and interviews with Mick Rusch, Madison Metro Marketing & Customer Service Manager, and the incumbent, I am recommending the following:

- Create a new classification of Transit Marketing Specialist 1 and 2 series with placement in CG44, R06 and CG44, R08 respectively and delete the existing classification of Transit Marketing Specialist 1 classification in CG44, R04.
- Recreate the current Transit Marketing Specialist 1 position #4205 as a Transit Marketing Specialist 1 in CG44, R06.
- Reallocate the incumbent, Delfina Florencio-Morales, in position #4205 to the new position.

The Transit Marketing Specialist 1 position has been classified at CG 44, R04 since 1997, when current Transit Marketing & Customer Service Manager Mick Rusch was hired as a Transit Market Specialist 2. At that time, the position was created and classified at CG44, R08 to signify the supervisory responsibilities associated with this position while the Transit Marketing Specialist 1 classification was not studied. Over the last 20 years, the Marketing and Customer Service section of Madison Metro has grown significantly from just a Marketing Customer Service Manager, Transit Marketing Specialist 2, Graphic Artist and 6 call center representatives to now a team of 18 people, including a Transit Customer Service Supervisor in CG44, R05 and a Transit Marketing General Supervisor, in CG44, R10. This position is being studied now in order to review for alignment with the other professional positions in CG18 in the City. Also, the present day the Transit Marketing Specialist 2 does not do any supervising as this is done by the Transit Marketing General Supervisor and Transit Customer Service Supervisor.

CG18 contains most of the professional classifications in the City, and these classifications either start in R04 or R06. The main difference between classifications in Range 4 and 6 depend on whether a specific area of study is required to obtain the position or just a general degree. The Range 4 classifications, including the Contract Compliance Specialist 1 and EO Investigator/Conciliator 1 just require a bachelor's degree without a specific area of study attached. However, classifications in CG18, R06 include Accountant 1, Planner 1, Engineer 1, and Human Resources Analyst 1, among others. These classifications require a specific, focused degree and possibly work experience. Please see the training and experience listed below:

Accountant 1 class specification (attached) training and experience identifies:

Graduation from an accredited college or university with an Associate's degree in accounting, or a bachelor's degree in a related program such as finance, including completion of advanced-level accounting major coursework.

Human Resources Analyst 1 class specification (attached) training and experience identifies:

Graduation from an accredited college or university with a Bachelor's Degree in Human Resource Management, Industrial or Labor Relations, Business or Public Administration or a related field, or an Associate's Degree in Human Resource Management.

Engineer 1 class specification (attached) training and experience identifies:

Graduation from an accredited college or university with a degree in civil engineering or a closely related field.

Transit Marketing Specialist 1 class specification (attached) training and experience identifies:

One year of professional experience in marketing, advertising, public and customer relations or a closely related field, including or supplemented by staff/program leadership. **Such experience will normally be gained after graduation from college with a degree in Business or Public Administration, Journalism or a related field.**

The Transit Marketing Specialist 1 minimum qualifications align more closely with those in the CG18, R06 category. This classification has also transformed with needing an increased level of independence and providing back up supervision to both the Marketing General Supervisor as well as the Transit Customer Service Supervisor. This is consistent with how advancement within the professional classifications in CG18 works. Generally, a person hired at the 1 level will advance to the 2 level after 2 years of work involving increased independence and complexity of work. The two levels of Transit Marketing Specialist 1 and 2 would be differentiated by the level of complexity and independence of work with movement to the 2 level generally occurring after two years at the 1 level. As a result, I recommend recreating the classification of Transit Marketing Specialist 1 from CG44, R4 to R6, consistent with the other professional classifications in CG18.

Regarding the incumbent, Ms. Florencio-Morales began working in Madison Metro's call center in 2015. She was hired into the Transit Marketing Specialist position as part of a trainee program in 2018. Since Ms. Florencio-Morales completed her trainee program in January 2019, she is still closely supervised and performing duties at the Transit Marketing Specialist 1 level. However, it is expected that she will move to the Transit Marketing Specialist 2 level as a function of further career development. Based on this, I recommend recreating Ms. Florencio-Morales position as a Transit Marketing Specialist 1 in CG44, R06 and reallocating her to the new level.

The necessary resolution to implement this recommendations has been drafted.

Compensation Group/Range	2020 Annual Minimum (Step 1)	2020 Annual Maximum (Step 5)	2020 Annual Maximum +12% longevity
44/04	\$ 57,204.94	\$ 65,967.46	\$ 73,883.56
44/06	\$ 60,817.64	\$ 71,607.90	\$ 80,200.85
44/08	\$65,967.46	\$78,279.76	\$87,673.33

cc: Natalie Erdman—Interim Transit General Manager

Mick Rusch—Transit Marketing and Customer Service Manager
Jessy Stammer—Transit Marketing General Supervisor
Mike Lipski—HR Services Manager