

TO: Personnel Board

FROM: Julie Trimbell, Human Resources

DATE: November 19, 2013

SUBJECT: Marketing and Communications Specialist – Monona Terrace Community and Convention Center

Monona Terrace Director Gregg McManners and Monona Terrace Associate Director Kathi Hurtgen requested the creation of a new position within the 2014 budget, which will be responsible for computer graphic art design, and website and social media content management and design. A position description for the proposed position is attached. Based on a review of the position description, discussions with Ms. Hurtgen, and a review of other positions in the City's classification plan, I recommend creating the new classification of "Marketing and Communications Specialist" with placement in CG18, Range 04 for the reasons outlined in this memo.

Monona Terrace is proposing the creation of a new classification to perform marketing and outreach work for various work groups within the Monona Terrace Community and Convention Center. The proposed position description includes the following significant duties:

- Prepare flyers, posters, holiday cards, brochures, invitations, mass e-mail marketing communications and related visual communications for both print and on-line use.
- Use graphics programs to create designs and rework existing designs.
- Select original photographs, videos, and stock photography for web and print materials use. Repurpose materials for web publishing where needed.
- Edit and upload video segments for Monona Terrace social media and website use.
- Manage and Design content for www.mononaterrace.com site.
- Create and post/tweet to all applicable social media outlets in accordance with the Monona Terrace social media calendar.
- Monitor website and social media analytics. Monitor the performance of paid search efforts (such as Google AdWords). Create reports to guide decision making
- Maintain and expand existing social media channels used by Monona Terrace such as Facebook, LinkedIn, Google+, Pinterest, Instagram, and Monona Terrace's blog.
- Actively engage in social media networking opportunities within the community.
- Post news, announcements, images, and press releases as requested.

In reviewing the duties and responsibilities of the position, and comparing to other similar classifications, placement in CG18, Range 04 appears to be most appropriate.

The classification of Transit Marketing Specialist 1 in CG44, Range 04 was reviewed for comparison and appears to most closely align with the Marketing and Communications Specialist classification. The General Responsibilities of the Transit Marketing Specialist 1 are:

...professional marketing and advertising staff work for the Metro Transit Utility. Employees in this class are responsible for performing such functions as producing and updating website and other social media content, performing advertising duties such as creating sales proposals and monitoring inventory/invoicing

process for the bus advertising program, serving as the contact person for special programs such as the Metro Commute Card program, and performing other marketing or related activities as needed.

Both classifications are professional level and have responsibility for marketing, and website and social media content within their respective areas. Each classification is required to work and coordinate with various other work units. In addition, neither of the classifications have responsibility for supervision of staff. There is also a Transit Marketing Specialist 2 in CG44, Range 08, however that classification has additional responsibilities related to public relations and supervision.

Another position in CG18, Range 04 is Library Program Coordinator. While this position has extensive responsibility for programming at the Library, similar to the Senior Center Program Coordinator in the same CG and Range, it also has responsibility for publicizing the programming, including through the use of appropriate media, which would include websites and social media. This includes developing the content that would be delivered through these sources.

The classification of Graphics Technician in CG20, Range 09 was also reviewed for comparison. The General Responsibilities of the Graphics Technician are:

This is skilled computer graphics and drafting work in preparing flyers, art layouts, newsletters, invitations, brochures, advertisements and related visual communication materials. The work involves researching, requesting and organizing materials; maintaining photo database and archiving; and typesetting, editing and proofing various print and electronic materials. The work also involves producing promotional and program related materials.

Although there is some similarity in terms of responsibility for graphics work, the Marketing and Communications Specialist has much greater responsibility for website and social media management and design than that of the Graphics Technician. In addition, the Marketing and Communications Specialist has responsibility for the content of the website, responsibility not found at the Graphic Technician level, and work that is more professional in nature. The Marketing and Communications Specialist also has analytical responsibilities with respect to monitoring the performance of marketing efforts, and must create reports interpreting the analytics.

Because the level of work performed is at the professional level and commensurate with the Transit Marketing Specialist 1 in CG44, Range 04, I recommend creation of the Marketing and Communications Specialist classification in CG18-04, and placement of the new position in this classification.

We have prepared the necessary Ordinance to implement this recommendation.

Editor's Note:

Compensation Group/Range	2014 Annual Minimum (Step 1)	2014 Annual Maximum (Step 5)	2014 Annual Maximum +12% longevity
18/04	\$47,655	\$54,955	\$61,542

44/04	\$47,640	\$54,939	\$61,542
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*The listed salaries are effective December 8, 2013.

cc: Gregg McManners, Monona Terrace Director
Kathi Hurtgen, Monona Terrace Associate Director
Bill Zeinemann, Monona Terrace Associate Director