

TO: Personnel Board

FROM: Emaan Abdel-Halim, Human Resources

DATE: 18 February 2019

SUBJECT: Transit Marketing Specialist 2 – Metro Transit

At the request of the Transit General Manager, Chuck Kamp; and the Transit Marketing and Customer Service Manager, Mick Rusch, received on 4/25/2018, a position study was conducted of the Transit Marketing Specialist 2 position (#2902; CG 44, Range 8) currently occupied by Ms. Jessica Stammer. After meeting with Mr. Rusch, the position's supervisor, as well as the incumbent; and upon review of the current position description, I recommend the following for the reason's outlined in this memo:

- Create a new classification of Transit Marketing General Supervisor in Comp Group 44, Range 10;
- Recreate position #2902 into the new classification;
- Reallocate the incumbent to the new position.

Ms. Stammer's first work experience with Metro Transit was as an AASPIRE intern in 2012, and upon graduation she competed for and obtained a permanent, full time position as the Transit Marketing Specialist I in 2013. After two years, Ms. Stammer again competed and promoted into her current position as Transit Marketing Specialist 2. At that time, Ms. Stammer was primarily responsible for writing the marketing press releases, news releases and website updates. She also managed Metro's front desk customer service counter and staff in coordination with the Transit Customer Service Supervisor (CG44, R05). Additionally, Ms. Stammer managed the Commuter Card bus pass program with over 100 areas businesses, overseeing the invoicing and growth of the program.

First, an excerpt from the classification specification for the Transit Marketing Specialist 2 describes the work as:

... responsible **professional marketing, advertising and public relations** (and **related supervisory**) work for the Metro Transit Utility. The employee in this class is responsible for performing marketing, advertising and customer relations activities and projects; **producing**, disseminating, and maintaining an inventory of **customer relations materials**; **overseeing** Metro's **advertising program** and **Commuter Card bus pass program**, **directing** the activities of the **Metro Graphic Artist Technician, Metro's Marketing Specialist I**, and partnering with the customer service supervisory team to **oversee Metro's front office** pass and ticket item **sales program** and Customer Service Center (CSC) **staff**. The work is performed under the general supervision of the Marketing and Customer Services Manager and involves regular review of project status and progress, and overall results. [emphasis added]

Since 2015, Ms. Stammer has taken significant direct oversight and procedure development for Metro Transit's customer service front office. She established and enforced protocols for tracking and monitoring ticket sales and inventory; while ensuring strict cash handling guidelines and maintaining accurate daily reconciliation. Ms. Stammer manages MUNIS/Tyler Cashiering aspects

of the front desk transactions, and coordinates with Metro finance and the treasurer's office. A new responsibility, which was added in 2015, is the work of the Advertising unit. Ms. Stammer assists the Transit Advertising Sales Associate (CG 19, R7) with developing policies, rate cards and package deals for the advertising program. Additionally, Ms. Stammer has complete oversight of advertising invoicing, to ensure all monthly invoicing, commission and production expenses are complete. This ensures the proper checks and balances are in place for the advertising program. She also serves as back up to the Transit Advertising Sales Associate, as well as serving as the advertising liaison to Metro finance. Lastly, Ms. Stammer has developed into the back up for the Transit Marketing and Customer Service Manager and fills in during any absences. This requires that Ms. Stammer is up to date on all public relations issues and incident reports as she serves as Metro's public information officer in the manager's absence.

As described above, Ms. Stammer's position has evolved from primarily marketing support work of producing marketing and communication materials and online/social media updates; to more managerial work involving the daily supervision of the marketing staff who complete this work. Additionally, the position has taken over full oversight of the customer service front desk and focuses more on larger marketing projects, like the advertising program. Now, a significant majority of Ms. Stammer's time (over 70%) is spent on programmatic and staff oversight and less on the technical aspects of the marketing work at Metro. Because of this significant shift in responsibility towards more supervisory/managerial work, it is appropriate to consider whether the classification of Transit Marketing Specialist remains appropriate. I conclude that it is not and a new classification of Transit Marketing General Supervisor should be created in CG44, Range 10, to more accurately reflect the work being performed. This change will also allow for future restructuring of the Transit Marketing Specialist classifications into more of a progression for those performing the direct marketing work.

The proposed new classification specification for the Transit Marketing General Supervisor describes the work as:

... responsible **professional and supervisory work** in marketing, public relations, advertising and customer service for the Metro Transit Utility. The employee in this class is responsible for **overseeing and performing marketing, advertising and customer relations activities and projects**; including producing, disseminating and maintaining an inventory of customer focused materials and messages. This classification supervises the activities of graphics and marketing employees, supervises the customer service center and related staff, and works closely with the Advertising Sales team. The work is performed under the general supervision of the Transit Marketing and Customer Service Manager and involves regular review of project status and progress, and overall results. This classification also serves as the **official back up to the Transit Marketing and Customer Service Manager** in that person's absence. [emphasis added]

The creation of Transit Marketing General Supervisor classification maintains the compensation and organizational structures of similar classifications within the Metro. Similar positions within Metro include the Transit Schedule Planner, the Transit Maintenance General Supervisor, and Transit Operations General Supervisor, all in CG 44, Range 10. Each of these units within Metro have managers in CG 44, Range 14; with the secondary supervisor in CG 44, Range 10. Similarly, this proposed classification serves as the secondary supervisor of the unit by providing daily leadership and direction to the marketing and customer service staff. The Transit Marketing General Supervisor has supervisory responsibility over the front desk Transit Customer Service

Representatives (CG42, R7), Transit Graphics Technician (CG42, R11), Transit Marketing Specialist I (CG44, R4), and Transit Customer Service Supervisor (CG44, R5). Similar to the other comparable positions within Metro, this classification manages both represented and professional level staff, and handles the daily work oversight and disciplinary needs of the work unit.

Based on the findings of this position study, I recommend a new classification of Metro Marketing General Supervisor be created in CG44, Range 10; and for position #2902 to be recreated in the new classification with the incumbent, Ms. Stammer, reallocated to the new position. The necessary resolution to implement these recommendations has been drafted.

Editor’s Note:

Compensation Group/Range	2019 Annual Minimum (Step 1)	2019 Annual Maximum (Step 5)	2019 Annual Maximum (+12% longevity)
44/08	\$ 63,891	\$ 75,815	\$ 84,913
44/10	\$ 69,353	\$ 83,349	\$ 93,351

- cc: Chuck Kamp – Transit General Manager
 Crystal Martin —Transit Service Manager
 Mick Rusch – Transit Marketing & Customer Service Manager
 Jessy Stammer - Incumbent
 Michael Lipski – Human Resources Services Manager