

To: Finance Committee
 From: Tameaka Bryant, Human Resources
 Date: March 11, 2022
 Subject: Digital Media Specialist, Information Technology

Information Technology Director, Sarah Edgerton is requesting an increase of the currently vacant 0.7 FTE Digital Media Specialist position #4319 in CG16, Range 14. This increase is necessary to address workload demands and to ensure the needs of the City Channel are met. Upon reviewing the proposal and justification submitted by the Information Technology Department, I recommend this 0.7 FTE Digital Media Specialist position be recreated as a 1.0 FTE position.

Information Technology has five permanent Digital Media Specialists positions, which produce television programming and other video, graphical and audio materials for Madison City Channel. Four of these positions are full-time, while the current vacant position is part-time. Position #4319 just recently became vacant following the promotion of the former employee and Information Technology would like to offer a full time opportunity for the new recruitment.

Digital Media Specialists provide customer service by responding to in-person, email and telephone inquiries, coverage of Boards, Commissions and Committee meetings, creating training materials and providing staff training, creating education short and long videos, podcasts, event coverage, processing requests for service, and dispensing information. To best serve the growing needs of the City, all Digital Media Specialists are expected to perform these duties in order to provide timely customer service; as well as smooth, efficient, and consistent service operations. With the move to more virtual meetings and increased technological support for meetings, Information Technology has added immense overtime and comp time costs with many full-time positions working additional hours to meet demands, including the 0.7 FTE position working beyond the budgeted level. Lastly, filling this position as full time would help Information Technology reduce the amount of overtime and comp time expenses which are not sustainable within their current budget. Information Technology currently has the funds in 2022 to pay for the FTE increase, but will need a budgetary increase for their cost to continue in order to fund the 1.0 FTE position in 2023 and beyond.

Based on the prior analysis, I recommend recreating the Digital Media Specialist position #4319 from 0.7 FTE to 1.0 FTE, within the Information Technology operating budget.

The necessary resolution to implement this recommendation has been drafted.

Editor's Note:

Compensation Group/Range	2022 Annual Minimum (Step 1)	2022 Annual Maximum (Step 5)	2022 Annual Maximum (+12% longevity)
16/14 (at 0.7 FTE)	\$40,788.57	\$45,912.41	\$51,421.92
16/14 (at 1.0 FTE)	\$58,269.38	\$65,589.16	\$73,459.88

cc: Sarah Edgerton, IT Director
Boyce, Johnson, Digital Media Supervisor
Emaan Abdel-Halim, Human Resources Services Manager
Harper Donahue IV, HR Director