

CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE

07318

DATE: August 14, 2007

TO: Personnel Board
FROM: Larry Oaks, Human Resources
SUBJECT: **Overture Center Publicity Specialist**

In 2003, the Personnel Board considered and approved the creation of the new class of "Overture Center Publicity Specialist" in Compensation Group 18, Range 06. This class was defined by professional public relations work as one element of a more broadly focused promotional program. As the Overture Center management structure and priorities evolved, "publicity" became a stand-alone service with a direct reporting relationship to the Associate Director (with accompanying autonomy and responsibility). Accordingly, in 2006, this classification was re-described and re-titled as "Overture Center Publicity Coordinator" and placed in Compensation Group 18, Range 08.

Since that time, the position (#87) has been vacated and a new management structure has emerged with the creation of a "Marketing Manager" re-integrating "publicity" into a cohesive marketing program. In this context, the position of "Publicity Coordinator" has gone full circle and returns to the former assignment as described by the former class of "Overture Center Publicity Specialist" (again, with less autonomy and programmatic responsibility).

Accordingly, I recommend the recreation of that class within Compensation Group 18, Range 06.

I have prepared the necessary ordinance and resolution to implement this recommendation

This position will be filled competitively.

LO:13

cc: Jonathan Zarov, Overture Center
Nancy Birmingham, Overture Center

Compensation Group/Range	2007 Annual Minimum (Step 1)	2007 Annual Maximum (Step 5)	2007 Annual Maximum (w/Longevity)
18/08	49,306	58,509	65,520
18/06	45,457	53,522	59,956