

CITY OF MADISON  
**INTER-DEPARTMENTAL**  
CORRESPONDENCE

DATE: February 22, 2008

TO: Personnel Board

FROM: Larry Oaks, Human Resources

SUBJECT: **Advertising Specialist - Overture Center**

The 2008 Operating Budget for the Overture Center provides for the creation of a new position tentatively identified as an "Overture Center Publicity Specialist/E-Marketing" (no Compensation Group/Range specified). This position, in brief, is to prepare and disseminate various Overture promotional materials utilizing a web presence. Although this work requires specialized technical skills associated with website development, the work itself is fundamentally promotional in nature and closely parallels the work (and requisite skills) associated with the class of Overture Center Advertising Specialist 2 (18/06), which is characterized by journey-level advertising work in promoting Overture Center programs and events.

Accordingly, I recommend that the position be so allocated.

This vacant position will be filled competitively. I have prepared the necessary resolution to implement this recommendation.

cc: Nancy Birmingham, Overture Center

<b>Compensation Group/Range</b>	<b>2007 Annual Minimum (Step 1)</b>	<b>2007 Annual Maximum (Step 5)</b>	<b>2007 Annual Maximum (w/Longevity)</b>
18/06	45,457	53,522	59,956