

TO: Personnel Board

FROM: Michael Lipski, Human Resources

DATE: September 15, 2011

SUBJECT: City Channel Producer Director 1-2 series-IT/City Channel

IT Director Paul Kronberger and City Channel Manager Brad Clark have requested a review of position #3738, a City Channel Producer Director 1 (CG20-R09) position currently occupied by C. Richter. After reviewing the updated position description and talking with Mr. Kronberger and Mr. Clark about this classification and particular position, I recommend that the current classifications of City Channel Producer/Director 1 and 2 be folded into one classification, at the level of the 2, in CG20-R11. In addition, I recommend retitling the incumbents of the City Channel Producer/Director 2 classification as City Channel Producer/Director, and recommend recreating position #3738 as a City Channel Producer/Director in the new range and reallocating the incumbent to the new position.

As stated above, currently there is a classification of City Channel Producer/Director 1 and City Channel Producer/Director 2 in the City classification plan. The class specs for the 2 levels (attached) do not define movement from one level to the other. In reviewing the class specs, the training/experience requirements for each level are identical, and the only difference in the examples of duties and responsibilities is the 2 level has primary responsibility to produce, script, photograph, direct, and edit videos for City Channel and other agencies, while the 1 level has primary responsibility for producing and directing meeting coverage. However, Mr. Clark indicated that there are different skill sets required to edit video versus just directing and producing meeting coverage. Therefore, regardless of what the primary function is, if an employee is expected to edit videos, that skill set is required.

In the IT budget for 2011, there were changes to the structure of the City Channel, including the elimination of two manager positions. As a result, Mr. Clark has indicated the need for more flexibility with his remaining staff. Currently, there are 2 City Channel Producer/Director 2s and the incumbent is a 1. One of the Producer/Director 2s has more responsibility for working with other departments and agencies on scripting, directing, and editing video, while the other 2 Producer/Director employees have more responsibility for producing and directing meetings. However, all employees have responsibility for producing, scripting, directing, and editing videos for other agencies.

Because of this increased need for flexibility at the City Channel, I recommend elimination of the 2 levels of City Channel Producer/Director, creating one classification of "City Channel Producer/Director" in CG20, Range 11. In addition, the class specification (attached) includes updated training and experience requirements to incorporate the need for an incumbent to have experience in video editing as well as production. The training and experience requirements have been updated to include a technical degree in video production from an institution such as MATC, Madison Media Institute, or similar. Because a new classification is being created, the

incumbents of the former classifications should be retitled to the new classification, and the incumbent of the position at the 1 level shall be reallocated to the new salary range.

We have prepared the necessary Resolution to implement this recommendation

Editor's Note:

Compensation Group/Range	2011 Annual Minimum (Step 1)	2011 Annual Maximum (Step 5)	2011 Annual Maximum +12% longevity
20/09	\$37,766	\$42,463	\$47,554
20/11	\$40,066	\$44,848	\$50,232

cc: Paul Kronberger-Information Technology Director  
Brad Clark-City Channel Manager  
Greg Leifer-Labor Relations Manager