

TO: Personnel Board

FROM: Mike Lipski
HR Services Manager

DATE: May 31, 2012

RE: Transit Advertising Sales Associate-Metro

On May 1, 2012, the Common Council passed Legislative File #25574 (version 2), which in relevant part stated

NOW, THEREFORE, BE IT RESOLVED, that Metro Transit is authorized to transition from a contracted advertising vendor program for bus advertising to an in-house advertising program starting in 2013, using Metro Transit staff by amending the 2012 Metro Adopted Operating budget to create a new 1.0 FTE position effective November, 2012, tentatively titled "Transit Advertising Sales Representative," in compensation group and pay range of 44-xx, pending a classification determination by the Human Resources department.

This is part of a larger resolution authorizing Metro Transit to transition from contracted advertising to advertising in-house. The new position will be responsible for implementing and administering the bus advertising sales program for Metro, including making sales presentations, cold calls, negotiating sales agreements, and developing a network of client contacts (see attached). The intent for the position is that it would be a contracted position with the opportunity to earn commission on sales, similar to the Monona Terrace Sales Associate. Because of the contract arrangement, this position would not be a civil service position, and is appropriately placed in CG19, with other non-civil service positions. Because the new Metro position is similar in nature to the Monona Terrace Sales Associate, in CG19, Range 07, I recommend a new classification of Transit Advertising Sales Associate be created in CG19, Range 07, and the position referenced in Legislative File 25574 (Version 2), be classified in the Metro operating budget as a Transit Advertising Sales Associate.

The necessary ordinance and resolution to implement this recommendation has been drafted.

Editor's Note:

Compensation Group/Range	2012 Annual Minimum (Step 1)	2012 Annual Maximum (Step 5)	2012 Annual Maximum +12% longevity
19/07	41,615	47,097	52,754

cc: Chuck Kamp—Transit General Manager
Mick Rusch—Transit Marketing Manager
Jennifer Bacon—Transit Marketing Specialist 2