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The Milwaukee County Zoo requests authorization to abolish one (1.0) FTE Group Sales Coordinator position and create 1.0 FTE Group Sales Manager position, by recommending adoption of the following:

A RESOLUTION

WHEREAS, the Milwaukee County Zoo (Zoo) is requesting to create one, Full-Time Equivalent Group Sales Manager position, and perform all duties of the former Group Sales Manager; and

WHEREAS, the Group Sales Manager will assist in Zoo revenue generation by creating a sales strategy to sell the Zoo’s private rental areas, animal buildings, and entire Zoo grounds to corporations, wedding clients, and other companies and individuals; and

WHEREAS, the Group Sales Manager will work with other team members in Marketing and Communications, to maximize marketing opportunities with social media, advertising, and promotion, and supervise the work and performance of the Sales Division, Zoo, providing leadership through motivation, engagement, feedback, support, and development; and

WHEREAS, the Group Sales Manager will maximize employee and team effectiveness; and

WHEREAS, the Group Sales Manager will also schedule and direct work assignments, and authorize time recording; coordinate the recruitment, hiring, orientation, training, and evaluation of the team; develop and oversee customer engagement structure or tools, follow-up, service recovery, and tools that track service recovery; generate repeat customers and referrals; and

WHEREAS, the Group Sales Manager will aid in the responsibility of implementation and supervision of the Sales Division’s fiscal budget, and in collaboration with the Finance Division, Zoo, determine appropriate pricing levels on a yearly basis; and

WHEREAS, the Committee on Finance, at its meeting of November 1, 2021, recommended adoption of File No. 21-754 (vote 6-0); now, therefore,

BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby authorizes and approves the abolishment of one, Full-Time Equivalent (FTE) Group Sales position, and the creation of one, FTE Group Sales Manager position to be filled by year-end 2021:

Action	Title	Number of Positions	Title Code	Pay Grade
Abolish	Group Sales Coordinator	1.0 FTE		24M (\$52,042 - \$60,632)
Create	Group Sales Manager	1.0 FTE		30M (\$64,334 - \$76,835)

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