

COTTINGHAM & BUTLER
Total Rewards
Consulting

March 24, 2026

MEMORANDUM

TO: Jessie Lillibridge, Human Resources Director

FR: Alyssa Woltring, Compensation Analyst

RE: Classification Review & Market Analysis: Tourism

The City submitted updated job documentation and requested a classification review and market analysis for two positions within the Department of Tourism. Each position was evaluated using our point-factor job evaluation methodology, and a market analysis was conducted using the same survey sources and analytical approach applied in the most recent compensation study. Our findings and recommendations are outlined below.

Marketing Manager: This position implements and manages the Department of Tourism’s marketing, media, and digital strategy to promote the City of Manitowoc as a premier travel destination. Working independently under the Director of Tourism, the role oversees website content, social media, advertising campaigns, PR, partner relations, CRM-based sales efforts, and tourism-related events. The position requires a bachelor’s degree and minimum of 4 years’ relevant experience. Based on the evaluation and market analysis, we recommend placement of this position in **Grade L**.

25 th Percentile	50 th Percentile	75 th Percentile
\$74,722	\$83,400	\$93,556

Tourism Administrative Support Specialist: This position customer-focused clerical position that provides front-line visitor services and administrative support for the Department of Tourism. The role maintains visitor materials and digital kiosks, supports promotional efforts and events, assists with tourism data and budget tracking, and provides general administrative support to ensure effective day-to-day operations. The position requires two to five years of administrative experience. Based on the evaluation and market analysis, we recommend placement of this position in **Grade F**.

25 th Percentile	50 th Percentile	75 th Percentile
\$23.68	\$26.36	\$29.18

Please contact me with questions on this review.