

Sister Cities Committee Additional Personnel Capacity Recommendations

Additional Personnel Capacity in City Clerk's Office

1. Add duties to existing position:

- a. For City Hall sister city events
- b. Via Community Outreach Liaison

2. Create new part-time position:

a. Recruitment

- 1) Via traditional advertisement, management trainee, and/or intern (Marquette)

b. Job Description

- 1) Serve as the program coordinator for the City of Milwaukee's Sister Cities Program promoting and providing economic, cultural, and sister city professional assistance to the Sister Cities Committee and sister city communities at the local level.

c. Role and Responsibilities

- 1) Effectively promote and operate sister city programming and activities for the City considering short and long term goals and best impact for the City relative to economic and social exchange.
- 2) Ability to articulate the mission of the Sister Cities Committee and Sister Cities International - promote peace through mutual respect, understanding and cooperation.
- 3) Look at best practices and determine the City's approach for programming
- 4) Develop and maintain a marketing and communication plan for promotion and increasing public awareness of the program, local relationships, and their benefits to the community, City departments, and public-private institutions in consideration of different demographics and media types.
- 5) Assist and support local sponsors to maintain or establish successful and active sister city or friendly exchange relationships on an ongoing basis relative to relationship building, coordination, and guidance.
- 6) Leverage existing resources and infrastructures.
- 7) Identify, apply, and obtain available funding or grants for the program and local relationships.
- 8) Travel and attend Sister Cities International annual conferences.
- 9) Meet with local sponsors and relevant parties.
- 10) Travel, attend, assist, or coordinate local sponsor events and program-related meetings or events.
- 11) Serve as secretary to the Sister Cities Committee.
- 12) Implement and achieve the vision and goals of the Sister Cities Committee.
- 13) Respond to and provide information to inquiries from the public and interested parties.

d. Qualifications and Education Requirements

e. Preferred Skills

- 1) Have strong passion to make sister city relationships vibrant and leverage existing local agencies, infrastructures, relationships, and resources