



## Department of Employee Relations

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Mayor

**Makda Fessahaye**  
Director

**Renee Joos**  
Director  
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Labor Negotiator

### Job Evaluation Report

Fire and Police Commission Meeting: June 16, 2022

#### Police Department

Current	Recommended
Community Relations and Engagement Manager PR 2JX (\$63,585 – \$89,016) FN: Appointment may be at any rate in the pay range with the approval of DER. (One Position)	Community Relations and Engagement Manager PR 2JX (\$63,585 – \$89,016) FN: Recruitment is at \$69,943/any point with DER approval. (One Position)
Marketing and Communications Officer PR 2JX (\$63,585 – \$89,016) (One Position)	Marketing and Communications Officer PR 2JX (\$63,585 – \$89,016) FN: Recruitment is at \$69,943/any point with DER approval. (One Position)

Note: Residents receive a rate that is 3% higher.

#### Background

The Department of Employee Relations previously completed a classification report to study rates of pay for various positions citywide. In that report, one position of DER Marketing and Communications Officer was classified in Pay Range 2JX (\$63,585 – \$89,016) with a footnote which added a recruitment rate of \$69,943 and provided recruitment flexibility. To ensure internal equity and to align with the previously written report, DER recommends applying the same footnote to the following comparable positions:

Title	Pay Range	Position(s)	Department(s)
Community Relations and Engagement Manager	PR 2JX (\$63,585 – \$89,016)	1	MPD
Marketing and Communications Officer	PR 2JX (\$63,585 – \$89,016)	1	MPD

#### Cost of Labor

In conducting a cost of labor analysis for these titles, staff collected pay rates for similar internal positions, data from the Bureau of Labor Statistics (BLS), and data from the Economic Research Institute (ERI), a salary survey service to which the Department of Employee Relations subscribes.

## Cost of Labor for Public Relations Specialist, BLS

Area Name	Annual 10th% wage	Annual 25th% wage	Annual median wage	Annual 75th% wage	Annual 90th% wage
Milwaukee-Waukesha-West Allis, WI	\$39,239	\$50,092	\$64,076	\$81,682	\$100,725

Source: BLS. As of May 2021. Data aged 2% to reflect 2022 rates.

*BLS describes Public Relations Specialist as a position that promotes or creates an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.*

## Cost of Labor for Public Relations Representative, ERI

Years of Experience	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
7	\$57,592	\$62,824	\$69,734	\$76,527	\$83,351
6	\$55,412	\$60,434	\$67,086	\$73,618	\$80,191
5	\$53,095	\$57,886	\$64,258	\$70,507	\$76,812
4	\$50,667	\$55,210	\$61,281	\$67,226	\$73,245
3	\$48,169	\$52,441	\$58,191	\$63,813	\$69,529
2	\$45,645	\$49,623	\$55,031	\$60,315	\$65,713
1	\$43,114	\$46,812	\$51,852	\$56,784	\$61,852

Source: ERI as of 01/01/22.

*ERI describes Public Relations Representative as a position that plans and organizes public relations program designed to create and maintain favorable public image for employer or client; Plans and oversees development and communication of information designed to keep the public informed of employer's programs, accomplishments, or point of view; Coordinates public relations efforts in order to meet needs, objectives, and policies of individual, special interest group, business concern, nonprofit organization, or governmental agency; and Represents organization as in-house staff member or serves as an outside consultant.*

## Cost of Labor for Public Relations Supervisor, ERI

Years of Experience	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
7	\$69,731	\$76,075	\$84,351	\$92,570	\$100,772
6	\$67,460	\$73,603	\$81,627	\$89,581	\$97,526
5	\$65,136	\$71,070	\$78,836	\$86,517	\$94,199
4	\$62,768	\$68,486	\$75,988	\$83,391	\$90,804
3	\$60,369	\$65,864	\$73,095	\$80,216	\$87,356
2	\$57,952	\$63,220	\$70,171	\$77,007	\$83,871
1	\$55,534	\$60,568	\$67,235	\$73,782	\$80,368

Source: ERI as of 01/01/22

*ERI defines Public Relations Supervisor as a position that supervises an organization's public relations efforts; Aids the administration with the presentation and the representation of the organization to the general public, customers, local communities, shareholders, and the financial community; Contributes to the development and maintenance of the organization's corporate image and identity; Oversees writing of and/or writes news releases and articles; Collaborates with management in setting the short- and long-term strategic objectives while providing the supervision necessary to achieve profits, growth, or other goals of the organization.*

## Analysis and Recommendations

The recommendations that follow take into consideration the cost of labor in Southeastern Wisconsin as well as the rates of pay for comparable classifications within City government. Because of the potential of internal pay inequities, recommendations include a minimum recruitment rate. Further, to assist the department in recruiting the most qualified candidates, recommendations include recruitment at any point in the pay range with DER approval.

Community Relations and Engagement Manager (One Position)  
 Pay Range PR 2JX (\$63,585 – \$89,016)  
 FN: Recruitment is at \$69,943/any point with DER approval.

This position is responsible for increasing the number of police patrons engaged with police, bridging the gap between the available police resources and the potential audiences who can benefit from those resources, as identified in the police strategic plan. The Community Relations and Engagement Manager works strategically and collaboratively to increase community awareness of police services and to build the perception of police relevance in their lives.

### Community Engagement

- Engages the community by directing the development and execution of an annual marketing plan that aligns with the police strategic plan and annual priorities.
- Leads and manages the police awareness campaign, in collaboration with the community partners. Manages the project budget, coordinates with partners on media planning and buying, design production. Works with consultants and staff on related major events and outreach strategies.
- Plans and executes all marketing and communication related to special events such as media previews, community meetings, and town hall meetings.
- Directs the design of the police website and the police social media strategy.
- Gathers and analyses community feedback through surveys, focus groups, and other data-gathering techniques. Uses feedback to develop appropriate and effective communication plans.

### Branding and Communication

- Oversees and manages the Police brand, ensuring that all communication, messaging, and design have a consistent look. Develops realistic plans and methods for protecting the police brand and train others to follow suit.
- Responsible for all official communication including press releases, articles, signage, Blogs, and similar media.
- Plans and produces an annual report of police activities for distribution to stakeholders in collaboration with the Police Department.
- Directs and oversees the design of all printed collateral, including flyers, reports, stationary, posters, and calendars. Maintains adequate quantities of renewable materials.
- Manages photography services through the use of in-house and contract photographers. Directs photography to ensure sufficient resources to document activities and to create police of work for the production of publications; manages collection of images.
- Directs all editorial work including content, writing, and editing. Writes for the Chief of Police and others as directed, including speeches, and PowerPoint presentations.

### Community Relations

- Represent the Police in the community, maintains relationships.
- Directs Public Information Office, using methods and practices to build trust and exposure to target markets. Selects library staff for medial interviews and trains them in effective techniques and presentation skills for public and media appearances.
- Manages requests for commercial filming and photography in police buildings.

### Planning and Administration

- Help set strategic priorities and develop appropriate capital and operating budgets related to marketing and communications.
- Allocates and manages available financial and human resources and identifies needs to support grant funded projects.
- Develop short- and long-term plans to meet objectives.
- Seek improvements in practices and policies to streamline operations and achieve cost savings. Proactive in planning for annual jobs, deadlines, and priority projects and initiatives, while leaving room for last-minute requests.
- Oversees the performance and development of direct reports, providing team members with meaningful work and opportunities for growth, innovation, and leadership development. Provides internships to high school and college students.
- Analyses the demand for services and seeks appropriate levels of resources to meet the priorities of the library and the needs of the community. Develops budgets for grant applications and ongoing service programs.
- Undertakes relevant professional development activities and stays abreast of major trends in marketing, public relations, branding, and other relevant fields.
- Assumes other administrative responsibilities and projects as assigned.

Marketing and Communications Officer (One Position) Pay Range PR 2JX (\$63,585 – \$89,016) FN: Recruitment is at \$69,943/any point with DER approval.
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This position promotes the Milwaukee Police Department brand, manages stories and messages, and provides internal and external departmental outreach through a variety of platforms, including websites, social media, live presentations, photographs, and video recordings. The Marketing and Communications Officer provides public relations support, addresses crisis communications, creates content for media consumption, and supports the Office of Public Relations' daily operations.

### Media/Public Affairs

- Manage media and public affairs communications, including crisis communications and reputation management.
- Maintain positive, cooperative working relationships with media representatives and community organizations.
- Develop positive brand recognition and marketing campaigns.
- Work with senior-level management and advertising agencies to effectively execute marketing strategies.
- Provide support for press conferences and other media events, including setting up podiums, chairs, microphones, banners, and video equipment; produce content for media consumption.

### Production

- Write, direct, edit, and produce video content that is accessible to the news media and community, promotes transparency, and improves police community relations.

### Operational Support

- Serve a key role in the Office of Public Relations by providing operational support.
- Attend operations meetings to stay current with departmental activities to ascertain how technology can play a role, and make recommendations to implement those findings.

### Professional Development

- Stay apprised of trends and development in the field by reading and conducting research.
- Participate in training related to public relations, media, marketing, and communications.
- Other duties as assigned.

Based upon comparisons of duties and consideration of the cost of labor in Southeastern Wisconsin, this job study recommends increasing the rate of pay for this title consistent with the current level of the DER Marketing and Communications Officer in Pay Range 2JX.

**Action Required – Effective Pay Period 6, 2022 (March 6, 2022)**

In the Salary Ordinance:

Under Pay Range 2JX:

- Apply footnotes (5) and (14) to the title ‘Community Relations and Engagement Manager’

Prepared by:     *Arielle Ewing*    

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Andrea Knickerbocker, Human Resources Manager



Reviewed by: \_\_\_\_\_

Renee Joos, Employee Benefits Director