

COMMUNITY RELATIONS, ENGAGEMENT AND RECRUITMENT DIRECTOR

Recruitment #2509-5102-001

List Type	Exempt
Requesting Department	Milwaukee Police Department
Open Date	October 17, 2025
Filing Deadline	November 7, 2025
HR Analyst	Jamie Heberer

INTRODUCTION

This non-sworn (civilian) position is exempt from Civil Service and serves at the pleasure of the Chief of Police.

The City of Milwaukee is proud to employ a diverse workforce that is committed to providing exemplary service to the City's residents. If you have a passion for being a part of an inclusive team of public servants, please consider the following opportunity.

PURPOSE

The Community Relations, Engagement and Recruitment Director is responsible for bridging the gap between available police resources and the potential audiences who can benefit from those resources, as identified in the police strategic plan.

ESSENTIAL FUNCTIONS

Community Engagement

- Engage the community by directing the development and execution of a strategic engagement plan that aligns with department priorities.
- Gather and analyze community feedback through surveys, focus groups and other data-gathering techniques and use feedback to develop appropriate and effective communication plans.
- Lead and manage the police awareness campaign, in collaboration with community partners.
- Manage event and departmental project budgets; coordinate with partners on media planning.
- Work with the Public Information Office (PIO) on all marketing and communication related to special events, such as media previews, community meetings and town hall meetings.
- Provide services that assist the community in preventing crime and building relationships through educational programs and collaboration with community-based organizations.

- Work with consultants and staff on related major events and outreach strategies.

Branding and Communication

- Develop realistic plans and methods for protecting the police brand and train others to follow set guidelines.
- Direct all editorial work, including content writing and editing, speeches and PowerPoint presentations for the Chief of Police or others.
- Oversee the design and stock of all printed engagement materials, including flyers, reports, stationery, posters, and calendars. Ensure adequate quantities of renewable materials are maintained
- Manage photography services through the use of in-house and contract photographers.
- Direct photography to document activities and to create pieces of work for publications; manage collection of images.
- Plan and produce an annual report of police activities for distribution to stakeholders.
- Work with the PIO on all official communication, including press releases, articles, signage, blogs, and similar media.

Community Relations

- Work strategically and collaboratively with the PIO using methods and practices to build trust and exposure to target markets.
- Assist in selecting department staff for media interviews and appearances.
- Train department staff on effective techniques and presentation skills for media interviews and appearances.
- Collaborate with the PIO to manage requests for commercial filming and photography in police buildings.
- Represent the department and maintain relationships in the community.
- Work strategically and collaboratively with the PIO to increase community awareness of police services and police relevance.

Planning and Administration

- Allocate and manage available financial and human resources; identify needs to support grant-funded projects.
- Analyze the demand for services and seek appropriate levels of resources to meet the priorities of the department and the needs of the community.
- Develop budgets for grant applications and ongoing service programs.
- Develop short and long-term plans to meet objectives.
- Help set strategic priorities and develop appropriate capital and operating budgets related to department priorities.
- Provide internships for high school and college students.
- Seek improvements in practices and policies to streamline operations and achieve cost savings.
- Work with the Fire and Police Commission on the continuous recruiting efforts on behalf of the department.

We welcome qualified individuals with disabilities who are interested in employment and will make reasonable accommodations during the hiring process in accordance with the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

CONDITIONS OF EMPLOYMENT

- **NOTE: Candidates must pass an MPD background investigation before hire. Per the Criminal Justice Information Services (CJIS) security policy, your application will be rejected if you have been convicted of a felony."**
- Must work modified work schedules, based on operational demands.

MINIMUM REQUIREMENTS

1. Bachelor's degree in marketing, communications or a closely related field from an accredited college or university.
2. Five years of experience in marketing or communications, including three years in high level marketing/communications position or a supervisory or management position.
3. Valid Driver's license at the time of employment and throughout employment.

NOTICE: Please do not attach your academic transcripts to your employment application. The hiring department will verify candidates' education as part of the background screening process prior to extending any job offers.

Equivalent combinations of education and experience may also be considered.

KNOWLEDGE, SKILLS, ABILITIES & OTHER CHARACTERISTICS

Technical:

- Ability to identify and build relationships with business associations and community organizations related to the work of the department.
- Ability to provide strategic advice on communications issues.
- Familiarity with social media platforms, strategies, best practices, and the associated use of analytics.
- Knowledge of professional marketing techniques and practices, visual design principles, and public relations best practices.
- Proficient in computer skills, including the use of internal electronic files and databases, reporting tools, and the Microsoft Office suite.
- Ability to learn and apply the City's budgeting processes.

Communication and Interpersonal

- Written and visual communication skills to prepare compelling, audience-appropriate, and publication-ready scripts, speeches, press releases, digital content, marketing materials, reports, and correspondence.
- Verbal communication skills; ability to effectively present ideas and information clearly, concisely, and logically both one-on-one and before groups.
- Strong interpersonal and collaboration skills; ability to work effectively as part of a team and individually with diverse staff, patrons, and community partners.

Leadership and Management:

- Ability to execute the full spectrum of management/supervisory duties, including the ability to interview, onboard, train, coach, motivate, discipline, and evaluate staff with proper documentation and a focus on staff development.
- Ability to foster an environment of inclusion wherein all are treated respectfully, are valued for their strengths, and feel that they can safely express themselves.

- Knowledge of supervisory principles and best practices for selecting, supervising, and motivating employees.

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Critical Thinking and Professionalism:

- Ability to approach projects with energy, creativity and resourcefulness.
- Ability to perform well under pressure.
- Ability to plan, organize and accomplish projects, manage multiple assignments simultaneously, meet deadlines and manage shifting priorities.
- Honest integrity and the ability to maintain confidentiality.
- Skills in analyzing and solving problems, as well as the ability to exercise sound judgment.
- Time management skills, including the ability to manage multiple and competing priorities.
- Ability to schedule, prioritize, and meet short- and long-term goals and deadlines.
- Ability to serve as an effective steward of City resources.

CURRENT SALARY

The current salary range (Pay Range 1JX) is **\$109,221 - \$119,521** annually, and the resident incentive salary range for City of Milwaukee residents is **\$112,498 - \$123,106** annually. Recruitment is at the beginning of the range.

The City of Milwaukee provides a comprehensive benefit program that includes the following:

- Wisconsin Retirement System (WRS) Defined Benefit Pension Plan
- 457 Deferred Compensation Plan
- Health and Dental Insurance
- Paid Parental Leave
- Comprehensive Wellness Program
- Onsite Clinic Services
- Onsite Employee Assistance Program
- Alternative Work Schedules
- Long Term Disability Insurance
- Group Life Insurance
- Tuition Benefits
- Paid Vacation
- 12 Paid Holidays
- Paid Sick Leave and other paid leaves
- Flexible Spending Arrangement
- Commuter Value Pass

For full details of the benefits offered by the City of Milwaukee, please visit <http://city.milwaukee.gov/Benefits>.

SELECTION PROCESS

- Screening for this position will be based on an evaluation of each applicant's education, experience, and professional accomplishments, which should be detailed in a cover letter and resume.
- Cover letter and resume must be sent via email to Human Resources Representative Meryl Simmons at msimmo@milwaukee.gov by 11:59 p.m. on **November 7, 2025**.

- Please indicate "Community Relations, Engagement and Recruitment Director" in the subject line of the email.
- Questions relative to the selection process may be directed to Human Resources Representative Meryl Simmons at msimmo@milwaukee.gov.
- The City of Milwaukee reserves the right to invite only the most qualified applicants to participate in the selection process.

INITIAL FILING DATE:

- The selection process will be conducted as soon as practical after **November 7, 2025**.
- Receipt of application materials may be discontinued at any time after this date without prior notice. However, recruitment may continue until the City's needs have been met. The applicant is responsible for attending all phases of the job selection process at the time and place designated by the City of Milwaukee.

CONCLUSION

The City of Milwaukee values and encourages diversity and is an equal opportunity employer.