



Department of Employee Relations

Cavalier Johnson
Mayor

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Special Deputy Director

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Job Evaluation Report

City Service Commission Meeting: September 9, 2025

Department of Public Works-Operations Division

Current	Recommended
New Position (One Position)	Marketing and Communications Officer PR 2LX (\$75,162 - \$105,223) FN: Recruitment is at \$90,291 (One Position)

Note: Residents receive a 3% Resident Incentive Allowance.

Background

The Department of Public Works (DPW) has requested the classification of one new position added through the 2025 budget. A job description was provided and conversations were held with Makisha Porter, Operations Human Resources Administrator.

Responsibilities and Requirements

This position will lead digital outreach and revenue-generating efforts for the streetcar system. This includes managing the official website and social media accounts, developing and executing marketing campaigns to promote ridership and public awareness, securing sponsorships, and overseeing advertising sales, such as vehicle wraps, station signage, and branded content. This position plays a critical role in building public awareness, community engagement, and increasing visibility. Duties and responsibilities include:

- 40% Serve as the lead in all communications and marketing materials, messaging, branding about the streetcar system; design and create DPW branded materials such as: public engagement meeting flyers, handouts, pamphlets, brochures, presentations, comment cards, project summaries; implement Streetcar Milwaukee strategic short – and long- range marketing plans and activities; develop, allocate, and monitor annual streetcar marketing unit budget and plan; work collaboratively with the operations service provider for the streetcar to support an efficient customer service for the riders; coordinate marketing activities with other departments of the city (DPW Operations, Maintenance, Finance, Administration, Planning, Streets, etc.); direct streetcar market research and data analysis, including new programs, approaches, and concepts; evaluate information, make recommendations, and support implementation related to various transit activities such as service policies, including writing reports and presenting information to the Streetcar Manager; make media buying decisions; collaborate with established marketing partners; direct copy writing activities, layout and production of streetcar paid advertisements and print materials; responsible for oversight of the streetcar advertising program; oversees advertising sales, including streetcar wraps, platform ads, and digital placements; coordinate with vendors and partners for ad production and installation; plan and execute marketing campaigns to promote events, milestones, and service updates; and stay current on the latest digital marketing trends.

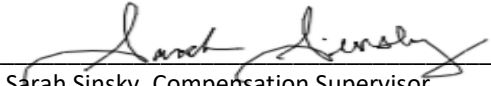
- 30% Represent and act as the DPW spokesperson for the streetcar at public meetings, media events, community walks, and task force groups; represent the streetcar to local businesses and organizations; serve as the primary liaison for educating and informing business improvement districts, neighborhood groups, and businesses in communicating services, service changes, public outreach, and education for compliance efforts and any changes or impacts to services effecting key stakeholders; look for new sponsors and maintain good relations with the current sponsor; establish strategic partnerships, advertising, and promotion about the streetcar; connect with the communities to advocate the streetcar, and the transit zero carbon free actions; and establish and develop strategic partnerships under the supervision of the Streetcar Manager.
- 25% Manage The Hop website – create and edit content for paging, adding new features/design elements to make pages informative, user friendly, and increase online participation as needed; maintain and update the streetcar system’s social media platforms (e.g. Instagram, Facebook, X, etc.); oversee comprehensive digital and social media marketing strategy aligned with strategic goals to drive brand awareness, engagement, and ridership goals; review and coordinate the dissemination of information to elected officials, the media, general public, community organizations, and community partners; review and edit all public documents used by the streetcar to ensure readability and professionalism of materials; coordinate language and accessibility translations of all writing materials shared with the public as needed; prepare talking points/scripts/presentations about the streetcar for the Commissioner of Public Works, Director of Operations, Streetcar Systems Manager, and others as assigned; organize special events, new conferences, media coverage, and coordinate staff and resources as appropriate; and assist as a media resource and provide consultation to Lead Marketing and Communications Officer on media and public relations aspects.
- 5% Other duties as assigned.


Minimum qualifications include a bachelor’s degree in communications, marketing, advertising, public relations, business administration, public administration, or a closely related field from an accredited college or university and three years of experience in marketing and communications.

Based upon the duties, responsibilities, and minimum qualifications of this position being akin to other classified Marketing and Communication Officer positions citywide, we recommend classifying this new position as a Marketing and Communications Officer in pay range 2LX (\$75,162- \$105,223) with a recruitment rate of \$90,291.

Action Required – Effective Pay Period 21, 2025 (September 28, 2025)

*** Please see submitted addendum to CCFN for Salary and Position Ordinance changes.**

Prepared by: 
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Reviewed by: 
Kristin Hennessey Urban, Special Deputy Director