



**Department of Public Works
Operations Division- Streetcar Section**

Jerrel Kruschke, P.E.
Commissioner of Public Works

Danielle A. Rodriguez, M.B.A.
Director of Operations

Chuck Schumacher
Operations Administration Manager

October 10, 2025

City Service Commission
Department of Employee Relations
City Hall, Room 706

RE: Exempt Status for Marketing and Communication Officer (2LX)

Dear City Service Commissioners:

We are respectfully requesting exempt status for the position of Marketing and Communications Officer in Pay Range (2LX).

The position was recently classified by the Department of Employee Relations.

This position works directly under the direction of the Streetcar Systems Manager of the Department of Public Works to manage and coordinate all services provided by the Department of Public Works needed to successfully plan, implement, and develop materials and resources for the Streetcar (The HOP). This position serves 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 affecting key stakeholders.

The individual filling this position must reflect the philosophy of the Administration in matters of significance to the City, and must adhere to the mandates of the city legislative committees in a way reflective of the adopted policy.

We intend to collaborate with the Department of Employee Relations (DER) Staffing Division to fill this position.

Thank you for your consideration. If you have any questions or concerns, please contact James Vineau, Streetcar Systems Manager (x5453 jvineau@milwaukee.gov) or Makisha Porter, Operations Human Resources Administrator (x3255 or mmporte@milwaukee.gov).

Sincerely,

Danielle Rodriguez, M.B.A.
Director of Operations

DAR:kod
cc:, James Vineau, Makisha Porter, Chuck Schumacher

JOB DESCRIPTION

FOR DER USE ONLY

Vacancy No.

City Service
Commission:
Fire & Police
Commission:

Finance
Committee:
Common
Council:

Instructions: Complete all sections. Refer to the *Guidelines for Preparing Job Descriptions* for instructions on completing specific items.

1. Date Prepared/ Revised: 07/07/25		2. Present Incumbent: New		Is incumbent underfilling position? YES ☐ NO ☒ If YES, indicate Underfill Title in box 10.	
3. Date Filled:		4. Previous Incumbent:			
5. Department: Department of Public Works			Bureau: Division: Operations		Unit: Section: Administration
6. Work Location: Municipal Building, 841 N Broadway, Room 620			Telephone: Email:		Work Schedule: Hours: 8 / Days: M-F varies
7. Represented by a Union? ☐ Yes ☒ No		8. Bargaining Unit: Management, General City If in District Council 48, which local?			9. FLSA Status (check one): ☒ Exempt ☐ Non-Exempt
10.	Official title: Marketing and Communications Officer			Pay Range 2LX	Job Code
	Underfill Title (if applicable):				
	Requested Title (if applicable):				
Recommended Title (DER Use Only):				Approved by: Date:	

11. BASIC FUNCTION OF POSITION:

The Operations Marketing & Communications Officer 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. The position plays a critical role in building public awareness, community engagement, and increasing visibility.

12. DESCRIPTION OF JOB (Check if description applies to **Official Title** ☒ or **Underfill Title** ☐):

A. ESSENTIAL FUNCTIONS/Duties and Responsibilities: (Refer to the "Guidelines for Preparing Job Descriptions" for instructions on determining Essential Functions.)

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.

% of Time	ESSENTIAL FUNCTION
40	Branding and Marketing Responsibilities • 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 plan 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, Administrative, Planning, Streets...). • 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. Oversee 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. • Stay current on the latest digital marketing trends.
30	Community Engagement & Outreach Responsibilities • Represent and act as DPW spokesperson for street car at public meetings, media events, community walks and task force groups. • Represent the streetcar to local businesses and organizations. • Serve as 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 one. • Establish strategic partnerships, advertising and promotion about the streetcar. • Connect with the communities to advocate the Streetcar, and the transit zero carbon free actions. • Establish and develop strategic partnerships under the supervision of the streetcar Manager.
25	Media & Communication Responsibilities • Manage The Hop website. Create and edit content for pages, 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 translation of all written materials shared with the public as needed. • Prepare talking points/scripts/presentations about the Streetcar for the Commissioner, Director of Operations, Streetcar Systems Manager and others as assigned. • Organize special events, news conferences, media coverage, and coordinate staff and resources as appropriate. • Assist as media resource and provide consultation to the Lead Marketing and Communications Officer on media and public relations aspects.

B. PERIPHERAL DUTIES:

% of Time	PERIPHERAL DUTY
5	• Perform other duties as required

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C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

James Vineau - Streetcar Systems Manager

D. SUPERVISION RECEIVED: (Describe the extent to which work assignments and methods are outlined, reviewed, and approved by this position's supervisor.)

Project assignments are developed and approved by the Director of Operations, Streetcar Systems Manager and Commissioner of Public Works.

E. SUPERVISION EXERCISED:

Total number of employees for whom responsible, either directly or indirectly = 0.

Direct Supervision: List the number and titles of personnel directly supervised. Specify the kind and extent of supervision exercised by indicating one or more of the following:

of supervision exercised by indicating one or more of the following:		
a. Assign duties	e. Sign or approve work	
b. Outline methods	f. Make hiring recommendations	
c. Direct work in progress	g. Prepare performance appraisals	
d. Check or inspect completed work	h. Take disciplinary action or effectively recommend such	
Number Supervised	Job Title	Extent of Supervision Exercised (Select those that apply from list above, a - h)

F. MINIMUM QUALIFICATIONS REQUIRED: (Indicate the MINIMUM qualifications required to enter the job.)

i. Education and Experience:

Bachelor's Degree in Communications, Marketing, Advertising, Public Relations, Business Administration, Public Administration or other closely related field and three years' experience in marketing and communications.

ii. Knowledge, Skills and Abilities:

Must have highly developed professional verbal and written communication skills with the ability to be diplomatic, tactful and courteous.

One year website content management and computer experience related to the duties of the position.

Ability to manage multiple priorities and projects simultaneously

Ability to relate to and manage diverse social and political situations

Ability to work well with a variety of people including public officials, co-workers, city personnel, contractors, citizens, community groups and business owners.

Ability to learn and be familiar with city neighborhoods, districts and boundaries.

Capacity to identify new opportunities and potential problems and formulate strategies to address them

Knowledge of graphic design, web content design and content management

Ability to develop and maintain websites and social media accounts

Knowledge and understanding of the Department of Public Works, city rules, ordinances, and applicable policies.

Marketing, Advertising, or Sponsorship Sales experience

Understanding of or interest in public transportation

iii. Certifications, Licenses, Registrations:

iv. Other Requirements:

The individual filling this position must have the high-level communication and interpersonal skills to translate technical information to nontechnical individuals and make effective marketing and communication presentations and materials in both formal and informal settings.

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Must be able to work extended hours, weekends, and holidays to accommodate emergency operations.

Must be able to work in all weather conditions.

Must be confidential and possess high ethical standards.

Must be able to remain calm and in control during emergencies and periods of stressful operations.

13. **PHYSICAL AND ENVIRONMENTAL DEMANDS: TOOLS AND EQUIPMENT USED**

The Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008 requires job descriptions to provide detailed information regarding the physical demands required to perform the essential functions of a job; the conditions under which the job is performed; and the tools and equipment the employee will be required to use on the job. Reasonable accommodations may be made to enable qualified individuals to perform the essential duties and responsibilities of the job for each of the categories listed below.

G. PHYSICAL ACTIVITY OF THE POSITION: (List the physical activities that are representative of those that must be met to successfully perform the essential functions of the job).

CHECK ALL THAT APPLY:

☐	Climbing: Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like; using feet and legs and/or hands and arms. Body agility is emphasized. Check only if the amount and kind of climbing required exceeds that required for ordinary locomotion.
☐	Balancing: Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery or erratically moving surfaces. Check only if the amount and kind of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.
☐	Stooping: Bending body downward and forward by bending spine at the waist. Check only if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.
☐	Kneeling: Bending legs at knee to come to a rest on knee or knees.
☐	Crouching: Bending the body downward and forward by bending leg and spine.
☐	Crawling: Moving about on hands and knees or hands and feet.
☐	Reaching: Extending Hand(s) and arm(s) in any direction.
☐	Standing: Particularly for sustained periods of time.
☐	Walking: Moving about on foot to accomplish tasks, particularly for long distances.
☐	Pushing: Using upper extremities to exert force in order to draw, press against something with steady force in order to thrust forward, downward or outward.
☐	Pulling: Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.
☐	Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Check only if it occurs to a considerable degree and requires substantial use of the upper extremities and back muscles.
☐	Fingering: Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm, as in handling.
☐	Grasping: Applying pressure to an object with fingers and palm.
☐	Feeling: Perceiving attributes of objects such as size, shape, temperature or texture by touching with the skin, particularly that of the fingertips.
☒	Talking: Expressing or exchanging ideas by means of the spoken word. Those activities which demand detailed or important instructions spoken to other workers accurately, loudly or quickly.
☒	Hearing: Perceiving the nature of sounds with no less than a 40 db loss. Ability to receive oral communication and make fine discriminations in sound.
☐	Repetitive Motions: Substantial movements (motions) of the wrist, hands, and/or fingers.
☒	Driving: Minimum standards required by State Law (including license).

H. PHYSICAL REQUIREMENTS OF THE POSITION: (List the physical requirements that are essential functions of the job.)

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CHECK ONE:

☒	Sedentary Work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.
☐	Light Work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for Light Work.
☐	Medium Work: Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
☐	Heavy Work: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
☐	Very Heavy Work: Exerting in excess of 100 pounds of force occasionally, and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects.

- I. **VISUAL ACUITY REQUIREMENTS:** (List the visual acuity requirements that are essential functions of the job.)

CHECK ONE:

☒	Operators (Electronic Equipment), Inspection, Close Assembly, Clerical, Administrative: This is a minimum standard for use with those whose job requires work done at close visual range (i.e. preparing and analyzing data and figures, accounting, transcription, computer terminal, extensive reading, visual inspection involving small parts, operation of machines, using measurement devices, assembly or fabrication of parts).
☐	Machine Operators, Mechanics, Skilled Tradespeople: This is a minimum standard for use with those whose work deals with machines where the seeing job is at or within arm's reach. This also includes mechanics and skilled tradespeople and those who do work of a non-repetitive nature such as carpenters, technicians, service people, plumbers, painters, mechanics, etc. (If the machine operator also inspects, check the "Operators" box.)
☐	Mobile Equipment Operators: This is a minimum standard for use with those who operate cars, trucks, forklifts, cranes, and high lift equipment.
☐	Other: This is a minimum standard based on the criteria of accuracy and neatness of work for janitors, sweepers, etc.

- J. **THE CONDITIONS THE WORKER WILL BE SUBJECT TO IN THIS POSITION:**

List the environmental/working conditions to which the employee may be exposed while performing the essential functions of the job. Include scheduling considerations such as on-call for emergencies, rotating shift, etc. **Approximate Percentage of time performing field work:** _____%

CHECK ALL THAT APPLY:

☒	None: The worker is not substantially exposed to adverse environmental conditions (such as typical office or administrative work).
☐	The worker is subject to inside environmental conditions: Protection from weather conditions but not necessarily from temperature changes (i.e. warehouses, covered loading docks, garages, etc.)
☐	The worker is subject to outside environmental conditions: No effective protection from weather.
☐	The worker is subject to extreme cold: Temperatures below 32 degrees for period of more than one hour.
☐	The worker is subject to extreme heat: Temperatures above 100 degrees for periods of more than one hour.
☐	The worker is subject to noise: There is sufficient noise to cause the worker to shout in order to be heard above the surrounding noise level.
☐	The worker is subject to vibration: Exposure to oscillating movements of the extremities or whole body.
☐	The worker is subject to hazards: Includes a variety of physical conditions, such as proximity to moving mechanical parts, electrical current, working on scaffolding and high places or exposure to chemicals.
☐	The worker is subject to atmospheric conditions: One or more of the following conditions that affect the respiratory system or the skin: Fumes, odors, dust, mists, gases or poor ventilation.
☐	The worker is subject to oil: There is air and/or skin exposure to oils and other cutting fluids.
☐	The worker is required to wear a respirator.

- K. **MACHINE, TOOLS, EQUIPMENT, ELECTRONIC DEVICES, SOFTWARE, ETC. USED BY POSITION:**

List equipment needed to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.)

CHECK ALL THAT APPLY:

☒	Camera and photographic equipment	☒	Office Equipment (desk, chair, telephone, etc.)
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☐ Cleaning supplies	☒ Office supplies (pens, staplers, pencils, etc.)
☐ Commercial vehicle	☐ Packing materials (boxes, shrink wrap, etc.)
☐ Data processing equipment	☒ PC equipment (monitor, keyboard, printer, etc.)
☐ Handcart	☒ PC software
☐ Hand tools <i>(please list)</i> :	
☒ Office Machines <i>(check all that apply)</i> : ☒ Copier ☒ Facsimile ☐ Calculator ☐ Cash register	
☐ Other <i>(please list)</i> :	

- L. SUPPLEMENTARY INFORMATION:** (Indicate any other information which further explains the importance, difficulty, or uniqueness of the position, such as its scope of responsibility related to finances, equipment, people, information, etc. Also indicate success factors such a personal characteristics that contribute to an individual's ability to perform well in the job, and any other special considerations.)

Should be engaging, enthusiastic and, work with passion and be professional in appearance and conduct. Must be responsive to a diverse population of residents with care and concern to provide excellent service while maintaining city rules and regulations. Must support the mission and vision of the division, including snow and ice operations and work to educate and inform internal and external stakeholders including but not limited to residents, elected officials, community groups and business owners.

- M. I believe that the statements made above in describing this job are complete and accurate.**



Signature of Department Head or Designated Representative

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.



Department of Employee Relations

Cavalier Johnson
Mayor

Jackie Q. Carter
Director

Molly King
Employee Benefits Director

Nicole M. Fleck
Labor Negotiator

TO: Board of City Civil Service Commissioners

FROM: Kristin Hennessy Urban
Human Resources Manager

DATE: October 17, 2025

RE: Request from the DPW Operations Director to **exempt** the new position of Marketing and Communications Officer

<u>Position Title</u>	<u># of Positions</u>	<u>Pay Range</u>
Marketing and Communications Officer	1	2LX (\$75,162-\$105,223)

Please find attached a request from the DPW Operations Director Danielle Rodriguez to **exempt** the new position of Marketing and Communications Officer. A copy of the current job description is attached.

This Marketing and Communications Officer will serve as the public information officer for the Streetcar System. Public information officer positions within the City, including in the Milwaukee Health Department, the Milwaukee Public Library, the Department of Employee Relations, and the Department of Neighborhood Services, are exempt, as the incumbents serve as the spokesperson for the commissioner or the director. Accordingly, it is imperative that the individual holding a public information officer position manages confidential and sensitive information appropriately and aligns with and understands the Commissioner's policy and public relations directives. The incumbent of this position will also deal with media inquiries, on-air presentations, appearances and coordination with elected officials. For these reasons, I recommend that the request to re-exempt the position of Marketing and Communications Officer be granted.

Please contact me at 414.286.8643 should you have additional questions.