



Milwaukee Water Works

Cavalier Johnson
Mayor

Jerrel Kruschke
Commissioner, Dept. of Public Works

Patrick W. Pauly
Superintendent, Milwaukee Water Works

August 29, 2024

Board of City Service Commissioners
c/o Department of Employee Relations
VIA EMAIL (DERCSC@milwaukee.gov)

RE: Request to Exempt Position from Civil Service
Marketing and Communications Officer – Department of Public Works, Water Works

Dear City Service Commissioners:

Milwaukee Water Works (MWW) requests the position of Marketing and Communications Officer (PR 2LX) be exempted from Civil Service. The position was previously exempted and the most recent incumbent, Brian Rothgery, resigned effective August 19, 2024.

The Marketing and Communications Officer works directly with the Water Works Superintendent to plan and implement media and public relations activities for MWW, serves as a public information and media liaison for the Utility, coordinates special events, news conferences and media coverage and develops branding and communication materials for the Utility.

In performing this work, the position represents and acts as a spokesperson for the Utility, is significantly involved in providing policy advice and requires confidentiality and commitment to the Superintendent's strategic vision such that it would be appropriate to exempt the position from Civil Service.

MWW intends to conduct an original (external) recruitment for this position following Department of Employee Relations (DER) policy for selecting candidates in positions that are exempt from Civil Service. MWW anticipates applicants will apply directly to Water Works Administration.

The current job description and an organizational chart are attached.

Other positions that are exempt from Civil Service include Water Works Superintendent (PR 1SX) and Water Works Administration Manager (PR 1QX), as well as the Marketing and Communications Officers in several other City departments, including the Department of Public Works, Administrative Services Division.

If you need additional information, please do not hesitate to contact me at (414) 286-2802 or jeislo@milwaukee.gov.

Very truly yours,

Jane E.T. Islo
Water Works Administration Manager
Milwaukee Water Works

JETI/aeH

Attachments (2)

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: 09/06/2024	2. Present Incumbent: Vacant	Is incumbent underfilling position? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> <i>If YES, indicate Underfill Title in box 10.</i>		
3. Date Filled:	4. Previous Incumbent:			
5. Department: Public Works, Dept. of		Bureau: Division: Water Works	Unit: Administration Section: Business	
6. Work Location: Zeidler Municipal Building, 809 N Broadway, Room 409		Telephone: Email:	Work Schedule: Hours: 8:00 am – 4:45 pm Days: Monday - Friday	
7. Represented by a Union? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	8. Bargaining Unit: General City Management If in District Council 48, which local?		9. FLSA Status (check one): <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	
10.	Official Title: Marketing and Communications Officer		Pay Range	Job Code
	Underfill Title (if applicable):		2LX	
	Requested Title (if applicable):			
Recommended Title (DER Use Only):		Approved by: Date:		

11. BASIC FUNCTION OF POSITION:

This position plans and implements media and public relations activities for the Milwaukee Water Works (MWW). The position also serves as the public information and media liaison for the Utility, and is responsible for building awareness of MWW projects that improve community service and engagement.

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.)

% of Time	ESSENTIAL FUNCTION
50	<u>Media and Communication</u> <ul style="list-style-type: none">• Draft communication materials such as press releases, media advisories and official Utility comments to various governmental agencies such as the Environmental Protection Agency (EPA), Wisconsin Department of Natural Resources (WDNR) and Public Service Commission of Wisconsin (PSC).• Respond to requests for interviews and coordinate interview focus, content and scheduling.• Review advance copies of articles and other media content involving MWW for correction and feedback to author.• Draft talking points, scripts and presentations for the Superintendent and other MWW leadership and employees.• Compose, design, print, distribute and maintain inventory of customer educational materials, including brochures, notices, mailings, door hangers, bill inserts, bill messages, signage, posters, office forms, annual reports, videos and infographics.• Oversee the MWW website, including the creation and editing of webpage content, adding new features/design elements to make pages informative and user friendly.• Coordinate the dissemination of information to the media, public, community organizations and community partners, including communication done in response to emergency events.• Collaborate with the Department of Public Works (DPW) Marketing and Communications Officer, as needed, to arrange special events, news conferences and media coverage involving MWW and other divisions of DPW.• Coordinate outreach and media events with the Mayor's Office

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
15	<u>Community Engagement and Outreach</u> <ul style="list-style-type: none"> Organize and facilitate public involvement and other community-related business meetings, as needed. Make presentations and staff informational tables at community events and meetings. Coordinate participation in events involving water and Science, Technology, Engineering and Mathematics (STEM) focused agencies. Represent MWW within water-related organizations such as the American Water Works Association (AWWA), Water Research Foundation and The Water Council. Attend regular meetings that include community engagement and outreach elements, including the Lead Service Line Workgroup and the Safe Drinking Water Workgroup
15	<u>Branding and Marketing</u> <ul style="list-style-type: none"> Design, create and update MWW branded materials, including billing inserts, flyers, pamphlets and other documents used to correspond with customers and for community engagement. Manage MWW social media activities, including Facebook, X, YouTube and other platforms, as needed. Photograph worksites and special events for the website, newsletter and social media use.
15	<u>Employee Engagement and Outreach</u> <ul style="list-style-type: none"> Draft and coordinate the monthly MWW employee newsletter in collaboration with the Water Projects Manager. Lead the monthly new employee tours to MWW facilities.

B. PERIPHERAL DUTIES:

% of Time	PERIPHERAL DUTY
5	<ul style="list-style-type: none"> Other duties as assigned

C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

Water Works Superintendent and Water Works Administration Manager

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

This position performs under direction, with the incumbent establishing procedures for attaining specific goals and objectives with only the final results of work typically reviewed. The incumbent is in charge of an area of work, but does not necessarily have final authority for approving policy.

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 degree in Marketing, Communications, Public Relations or a closely related field from an accredited college or university.
- Three (3) years of progressively responsible experience in marketing and communications project management.

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ii. Knowledge, Skills and Abilities:

Technical

- Knowledge of the principles and practices of public relations, communications and media affairs and the ability to work effectively with the press.
- Knowledge of communications practices, including crisis communications.
- Expert-level knowledge of and ability to apply the conventions of writing.
- Expert-level skill in proofreading and ensuring documents are error-free, with a high level of attention to detail.
- Ability to provide strategic advice on communications issues.
- Ability to read and interpret job-related documents, such as open records laws, industry publications and legal documents.
- Skill in using computer applications such as word processing, spreadsheet and presentation software.
- Familiarity with social media platforms, strategies, best practices and the associated use of analytics.

Communication and Interpersonal

- Superior written and visual communication skills to prepare compelling, audience-appropriate and publication-ready scripts, speeches, press releases, digital content, marketing materials, reports and correspondence.
- Highly developed verbal communication and presentation skills to represent the Utility effectively, and the ability to communicate effectively with a wide variety of audiences.
- Ability to identify and build relationships with business associations and community organizations related to the work of the Utility.
- Ability to exhibit cultural awareness and sensitivity.
- Ability to ensure mechanisms for obtaining feedback and input from persons with diverse backgrounds and to ensure the consideration of the role of cultural, social and behavioral factors in the accessibility, availability, acceptability and delivery of public messaging and media relations.
- Ability to work cooperatively with people whose backgrounds may differ from one's own.

Critical Thinking and Professionalism

- Ability to plan, organize and accomplish work, management multiple assignments simultaneously and meet deadlines.
- Skill in analyzing and solving problems.
- Ability to exercise sound judgment.
- Ability to perform well under pressure.
- Time management skills, including the ability to manage multiple and competing priorities.
- Ability to approach projects with energy, creativity and resourcefulness.
- Ability to demonstrate professionalism, poise and courtesy.
- Honesty, integrity and the ability to safeguard City resources and maintain a high level of confidentiality.

iii. Certifications, Licenses, Registrations:

Valid Wisconsin Driver License at time of appointment and throughout employment.

iv. Other Requirements:

Desirable Qualifications

- Experience in the water industry.
- Familiarity with graphic design, photography and video editing.

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.

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- 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:

<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	Kneeling: Bending legs at knee to come to a rest on knee or knees.
<input type="checkbox"/>	Crouching: Bending the body downward and forward by bending leg and spine.
<input type="checkbox"/>	Crawling: Moving about on hands and knees or hands and feet.
<input type="checkbox"/>	Reaching: Extending Hand(s) and arm(s) in any direction.
<input type="checkbox"/>	Standing: Particularly for sustained periods of time.
<input type="checkbox"/>	Walking: Moving about on foot to accomplish tasks, particularly for long distances.
<input type="checkbox"/>	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.
<input type="checkbox"/>	Pulling: Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.
<input type="checkbox"/>	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.
<input checked="" type="checkbox"/>	Fingering: Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm, as in handling.
<input type="checkbox"/>	Grasping: Applying pressure to an object with fingers and palm.
<input type="checkbox"/>	Feeling: Perceiving attributes of objects such as size, shape, temperature or texture by touching with the skin, particularly that of the fingertips.
<input checked="" type="checkbox"/>	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.
<input checked="" type="checkbox"/>	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.
<input checked="" type="checkbox"/>	Repetitive Motions: Substantial movements (motions) of the wrist, hands, and/or fingers.
<input checked="" type="checkbox"/>	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.)

CHECK ONE:

<input checked="" type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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:

<input checked="" type="checkbox"/>	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
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	involving small parts, operation of machines, using measurement devices, assembly or fabrication of parts).
<input type="checkbox"/>	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.)
<input type="checkbox"/>	Mobile Equipment Operators: This is a minimum standard for use with those who operate cars, trucks, forklifts, cranes, and high lift equipment.
<input type="checkbox"/>	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: 0%**

CHECK ALL THAT APPLY:

<input checked="" type="checkbox"/>	None: The worker is not substantially exposed to adverse environmental conditions (such as typical office or administrative work).
<input type="checkbox"/>	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.)
<input type="checkbox"/>	The worker is subject to outside environmental conditions: No effective protection from weather.
<input type="checkbox"/>	The worker is subject to extreme cold: Temperatures below 32 degrees for period of more than one hour.
<input type="checkbox"/>	The worker is subject to extreme heat: Temperatures above 100 degrees for periods of more than one hour.
<input type="checkbox"/>	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.
<input type="checkbox"/>	The worker is subject to vibration: Exposure to oscillating movements of the extremities or whole body.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	The worker is subject to oil: There is air and/or skin exposure to oils and other cutting fluids.
<input type="checkbox"/>	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:

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

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.)

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



Signature of Department Head or Designated Representative

09/06/2024

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Department of Employee Relations

Cavalier Johnson
Mayor

Harper Donahue, IV
Director

Molly King
Employee Benefits Director

Veronica Rudychkev
Labor Negotiator

TO: Board of City Civil Service Commissioners

FROM: Kristin Hennessy Urban
Human Resources Manager

DATE: September 6, 2024

RE: Request from the Milwaukee Water Works (MWW) to **re-exempt** the position of Marketing and Communications Officer

<u>Position Title</u>	<u># of Positions</u>	<u>Pay Range</u>
Marketing and Communications Officer	1	2LX (\$90,291-\$105,223)

Please find attached a request from Jane Islo, Water Works Administration Manager, to **re-exempt** the position of Marketing and Communications Officer. A copy of the current job description is attached.

The Marketing and Communications Officer implements public relations and marketing activities for the MWW, often serving as the spokesperson for the utility. Marketing and communications positions in other departments, including the Departments of Public Works, Employee Relations, Community Development and the Milwaukee Public Library are exempt due to the public facing aspect of the role.

Because of the nature of this position, I recommend approval of the request to exempt the Marketing and Communications Officer position in the MWW from Civil Service.

Please contact me at 414.286.8643 should you have questions regarding this request.

