



Milwaukee Police Department
Police Administration Building
749 West State Street
Milwaukee, Wisconsin 53233
<http://www.milwaukee.gov/police>

July 22, 2025

Jeffrey B. Norman
Chief of Police

(414) 933-4444

The Board of
Fire and Police Commissioners
200 East Wells Street, Room 706
Milwaukee, WI 53202

RE: Request to Re-exempt Community Relations and Engagement Director Position

Dear Commissioners:

Pursuant to Fire and Police Commission Rule XI, Section 12, I am requesting that the Board re-exempt this position. The Community Relations, Engagement and Recruitment Director is a civilian position assigned to the Community Outreach and Education Division and reports to the Chief of Police. 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, Engagement and Recruitment Director works strategically and collaboratively with the Public Information Office to increase community awareness of police services to build the perception of police relevance in their lives.

The Department is requesting to re-exempt the Community Relations, Engagement and Recruitment Director position to create greater flexibility in selecting the best qualified candidate, as well as the candidate that fits best with cultural, demands, challenges, and structure of the Police Department. This position requires confidentiality, sensitivity and commitment to working cooperatively with other locations within the Department.

Attached is a current job description for reference. Having the right candidate is both critical and essential to the department for the candidate to be successful in the Crime Analyst position. If you have any questions regarding this matter, please contact Human Resources Representative Meryl Simmons at 414-935-7591.

Sincerely,

A handwritten signature in black ink, appearing to read 'JBN', followed by a long horizontal flourish.

JEFFREY B. NORMAN
CHIEF OF POLICE

JBN:ms
Attachment

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: 12/28/21 / 7/30/2025		2. Present Incumbent: Vacant		Is incumbent underfilling position?	
3. Date Filled:		4. Previous Incumbent: Marcey P. Patterson		YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> If YES, indicate Underfill Title in box 10.	
5. Department: Milwaukee Police Dept.		Bureau: Division: Office of the Chief		Unit: Section: Office of Community Relations, Engagement and Recruitment	
6. Work Location: 749 W. State Street		Telephone: Email:		Work Schedule: Flexible Hours: 8 / Days: 5	
7. Represented by a Union? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		8. Bargaining Unit: Non-Mgmt/Non-Rep 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: Community Relations, Engagement and Recruitment Director		Pay Range		Job Code	
Underfill Title (if applicable):		1JX		5977	
Requested Title (if applicable):					
Recommended Title (DER Use Only):		Approved by:			
		Date:			

11. BASIC FUNCTION OF POSITION:

As the head of the Office of Community Relations, Engagement and Recruitment, the Community Relations, Engagement and Recruitment Director 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, Engagement and Recruitment Director works strategically and collaboratively with the Public Information Office to increase community awareness of police services and to build the perception of police relevance in their lives. The Community Relations, Engagement and Recruitment Director shall be responsible for providing services that assist the community in preventing crime and building relationships through educational programs, partnerships and collaboration with community-based organizations. This component augments the department through the Citizen Academy, Police Auxiliary Program, and by providing youth in the community with services that promote education, develops social skills and reduces the likelihood of future involvement in criminal activity. This position will also work with the Milwaukee Fire and Police Commission (FPC) and the continuous recruiting efforts on behalf of the department.

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
100%	<ul style="list-style-type: none"> Regular and consistent attendance.
	Community Engagement: <ul style="list-style-type: none"> Engage the community by directing the development and execution of an annual marketing plan that aligns with the police strategic plan and annual priorities. Lead and manage the police awareness campaign, in collaboration with the community partners. Manage 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. Plan and execute all marketing and communication related to special events such as media previews, community meetings, and town hall meetings. Direct the design of the police website and the police social media strategy.

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
	<ul style="list-style-type: none"> Gather and analyses community feedback through surveys, focus groups, and other data-gathering techniques. Use feedback to develop appropriate and effective communication plans. Provide services that assist the community in preventing crime and building relationships through educational programs, partnerships and collaboration with community-based organizations.
	Branding and Communication:
	<ul style="list-style-type: none"> Oversee and manage the Police brand, ensuring that all communication, messaging, and design have a consistent look. Develop 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. Plan and produce an annual report of police activities for distribution to stakeholders in collaboration with the Police Department. Direct and oversee the design of all printed collateral, including flyers, reports, stationary, posters, and calendars. Maintain adequate quantities of renewable materials. Manage 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; manage collection of images. Direct all editorial work including content, writing, and editing. Write for the Chief of Police and others as directed, including speeches, and PowerPoint presentations.
	Community Relations:
	<ul style="list-style-type: none"> Represent the Police in the community, maintains relationships. Direct Public Information Office, using methods and practices to build trust and exposure to target markets. Selects Department staff for medial interviews and trains them in effective techniques and presentation skills for public and media appearances. Manage requests for commercial filming and photography in police buildings. Work strategically and collaboratively with the Public Information Office to increase community awareness of police services and to build the perception of police relevance in their lives.
	Planning and Administration:
	<ul style="list-style-type: none"> Help set strategic priorities and develop appropriate capital and operating budgets related to marketing and communications Allocate 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. Oversee the performance and development of direct reports, providing team members with meaningful work and opportunities for growth, innovation, and leadership development. Provide internships to high school and college students. Analyze the demand for services and seeks 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. Work with the Milwaukee Fire and Police Commission and the continuous recruiting efforts on behalf of the department.

B. PERIPHERAL DUTIES:

% of Time	PERIPHERAL DUTY
	<ul style="list-style-type: none"> Undertake relevant professional development activities and stays abreast of major trends in marketing, public relations, branding, and other relevant fields. Assume other administrative responsibilities and projects as assigned.

C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

Chief of Police

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

Direction and supervision received from the Chief of Police.

E. SUPERVISION EXERCISED:

Total number of employees for whom responsible, either directly or indirectly = 3.

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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:

a. Assign duties b. Outline methods c. Direct work in progress d. Check or inspect completed work		e. Sign or approve work f. Make hiring recommendations g. Prepare performance appraisals 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)
3	Police Officer	a-h

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

i. Education and Experience:

Bachelor's degree from an accredited college or university with a major in Marketing or other closely related field. Five years of experience in marketing with three of those years in a supervisory or management position. Equivalent combinations of education and experience may be considered.

ii. Knowledge, Skills and Abilities:

Technical:

- Knowledge of professional marketing techniques and practices, visual design principles and public relations best practices.
- Ability to provide strategic advice on communications issues.
- Proficient in computer skills, including the use of internal electronic files and databases, reporting tools and the Microsoft Office Suite.
- Familiarity with social media platforms, strategies, best practices and the associated use of analytics.
- Superior written and visual communication skills to be able to prepare compelling, audience-appropriate and publication ready scripts, speeches, press releases, digital content, marketing materials, reports and correspondence.
- Ability to identify and build relationships with business associations and community organizations related to the work of the department.

Leadership and Management:

- Ability to execute the full spectrum of management/supervisory duties, including 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.
- Time management skills, including the ability to manage multiple and competing priorities.
- Knowledge of budgeting processes.
- Ability to schedule, prioritize and meet short and long term goals and deadlines.
- Strong interpersonal and collaboration skills; ability to work effectively as part of a team and individually with diverse staff, patrons and community partners.
- Excellent verbal communication skills; ability to effectively present ideas and information clearly, concisely and logically both one on one and before groups.

Critical Thinking and Professionalism:

- Ability to plan, organize and accomplish projects, manage multiple assignments simultaneously, meet deadlines and manage shifting priorities.
- Skill in short and long term strategic planning.

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- Ability to approach projects with energy, creativity and resourcefulness.
- Skill in analyzing and solving problems, as well as the ability to exercise sound judgement.
- Ability to perform well under pressure.
- Honest integrity and the ability to maintain confidentiality.

iii. Certifications, Licenses, Registrations:
Valid Wisconsin Driver's License.

iv. Other Requirements:

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:

<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 checked="" type="checkbox"/>	Reaching: Extending Hand(s) and arm(s) in any direction.
<input checked="" type="checkbox"/>	Standing: Particularly for sustained periods of time.
<input checked="" 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 checked="" 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.)

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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 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 type="checkbox"/> Camera and photographic equipment	<input checked="" type="checkbox"/> Office Equipment (desk, chair, telephone, etc.)
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<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 type="checkbox"/> Handcart	<input checked="" type="checkbox"/> PC software
<input type="checkbox"/> Hand tools <i>(please list)</i> :	
<input checked="" type="checkbox"/> Office Machines <i>(check all that apply)</i> : <input checked="" type="checkbox"/> Copier <input checked="" type="checkbox"/> Facsimile <input checked="" type="checkbox"/> Calculator <input type="checkbox"/> Cash register	
<input type="checkbox"/> 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 characteristic 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

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.