

February 17, 2023

Mr. Harper Donahue, IV, Director
Department of Employee Relations
City of Milwaukee
City Hall - Room 706
Milwaukee, WI 53202

Dear Mr. Donahue:

The Milwaukee Public Library is requesting approval to re-exempt the management position of Community Relations and Engagement Director (previous titles: Marketing and Public Relations Officer & Community Relations and Engagement Manager), which became vacant on February 17, 2023.

The Community Relations and Engagement Director is responsible for bridging the gap between the numerous resources available through the public library and community members who can benefit from those resources. The incumbent works strategically and collaboratively with stakeholders to increase community awareness of library services and to build a positive perception of the library's relevance in their lives. The Director incumbent manages the library's brand, manages official organizational internal and external communications and works as a member of the Executive Team. The position is further responsible for ensuring that all library stakeholders, including other members of the community and elected officials, have the information they need about the Library's programs and services and progress towards special projects and goals.

The Community Relations and Engagement Director works in tandem with me and the Library Board of Trustees' in sharing the vision and mission of this important urban institution. Therefore, I request that this position be re-exempted, comparable to similar classifications in other City departments.

Your favorable consideration of this request is greatly appreciated. If you have any questions regarding this request, please contact Victoria Robertson, Human Resources Officer, at 286-3028.

Respectfully submitted,



Joan Johnson
Library Director

C: Kristin Urban





Department of Employee Relations

Cavalier Johnson
Mayor

Harper Donahue IV
Director

Renee Joos
Director
Employee Benefits

Nicole Fleck
Labor Negotiator

TO: Board of City Civil Service Commissioners

FROM: Kristin Hennessy Urban
Human Resources Manager

DATE: February 22, 2023

RE: Request from the Milwaukee Public Library (MPL) to **re-exempt** the position of
Community Relations and Engagement Director

<u>Position Title</u>	<u># of Positions</u>	<u>Pay Range</u>
Community Relations and Engagement Director	1	1FX (\$71,341-\$90,796)

Please find attached a re-exemption request from Library Director Joan Johnson for the position of Community Relations and Engagement Director, as well as a job description for the position.

The position of is responsible for managing and developing the MPL's communications and marketing program through the use of appropriate media. This position must ensure that all library stakeholders, including community members, elected officials, and library staff have the information they need about the library's programs and services. The Community Relations and Engagement Director must also work in tandem with the Library Director and the Library Board of Trustees in sharing the vision and mission of the Milwaukee Public Library. Accordingly, the Community Relations and Engagement Director must understand and articulate the policy direction of the Library Director.

Of note, public relations positions citywide, including in the Milwaukee Health Department, Department of Neighborhood Services, Department of Public Works and Department of Employee Relations are exempt from civil service, due to the nature of the essential functions of those positions.

For the reasons stated above, I recommend approval of this re-exemption request. Please contact me at 414.286.8643 should you have additional questions.

JOB DESCRIPTION

FOR DER USE ONLY	
Vacancy No.	
City Service Commission:	Finance Committee:
Fire & Police Commission:	Common Council:

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

1. Date Prepared/ Revised: 2/9/2023	2. Present Incumbent:	Is incumbent underfilling position? YES <input type="checkbox"/> NO <input type="checkbox"/> If YES, indicate Underfill Title in box 10.
3. Date Filled: 10/13/2016	4. Previous Incumbent: Eileen Force Cahill	
5. Department: Milwaukee Public Library		Unit: Communications & Marketing Section:
6. Work Location: 814 W. Wisconsin Ave		Work Schedule: Flexible with Library hours: 8am–8pm from Sunday-Saturday
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: Community Relations & Engagement Director Underfill Title (if applicable): Requested Title (if applicable):	Pay Range	Job Code
	1FX	4989
Recommended Title (DER Use Only):		Approved by: Date:

11. BASIC FUNCTION OF POSITION:

The Community Relations and Engagement Director is responsible for increasing the number of library patrons engaged with the library, bridging the gap between the available library resources and the potential audiences who can benefit from those resources, as identified in the library's strategic plan. The incumbent works strategically and collaboratively with stakeholders to increase community awareness of library services and to build the perception of the library's relevance in their lives. The incumbent manages the library's brand, manages official organizational internal and external communications and works as a member of the Executive Team.

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
45	Community Engagement: Engages the community by directing the development and execution of an annual marketing plan that aligns with the library's strategic plan and annual priorities. Leads and manages the library's awareness campaign, in collaboration with the Milwaukee Public Library Foundation (MPLF) and community partners. Manages 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. Plans and executes all marketing and communication related to the Neighborhood Library Redevelopment Campaign including special events such as media previews, ground-breakings, and Opening Day Celebrations. Directs the design of the library's website and the MPL social media strategy. Gathers and analyzes community feedback through surveys, focus groups, and other data-gathering techniques. Uses feedback and relevant data to develop appropriate and effective communication plans.

% of Time	ESSENTIAL FUNCTION
20	<p>Branding and Communications: Oversees and manages the Library's brand, ensuring that all communication, messaging, and design have a consistent look. Develops realistic plans and methods for protecting the library's brand and trains others to follow suit. Develops and trains staff on use of the MPL Style Guide. Responsible for all official communication including press releases, articles, signage, web-based content and social media. Plans and produces an annual report of library activities for distribution to stakeholders in collaboration with the MPLF. Directs and oversees the design of all printed collateral, including flyers, reports, stationary, posters, and calendars. Maintains adequate quantities of renewable materials. Manages photography services through the use of in-house and contract photographers. Directs photography to ensure sufficient resources to document activities and to create a library of work for the production of publications; manages collection of images. Directs all editorial work including content, writing, and editing. Writes for the Library Director and others as directed, including speeches, PowerPoint presentations, internal messaging and crisis response.</p>
15	<p>Planning and Administration: Serves on the Director's Executive Team, helping to set strategic priorities and develop appropriate capital and operating budgets related to marketing and communications. Allocates and manages available financial and human resources and identifies needs to support grant funded projects. Develops 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. Oversees the performance and development of direct reports, providing team members with meaningful work and opportunities for growth, innovation, and leadership development. Analyzes the demand for services and seeks appropriate levels of resources to meet the priorities of the library and the needs of the community. Develops budgets for grant applications and ongoing service programs. Assumes command of the library in the absence of the Library Director, Deputy Library Director, and Associate Library Director. Assumes other administrative responsibilities and projects as assigned by the Library Director.</p>

B. PERIPHERAL DUTIES

% of Time	PERIPHERAL DUTY
10	<p>Community Relations: Represent the Library in the community, maintains relationships. Directs Public & Media Relations effort, using methods and practices to build trust and exposure to target markets. Selects library staff for media interviews and trains them in effective techniques and presentation skills for public and media appearances. Manages requests for commercial filming and photography in library buildings.</p>
5	<p>Miscellaneous: Undertakes relevant professional development activities and stays abreast of major trends in marketing, public relations, branding, and other relevant fields. Serves as Librarian-In-Charge at Central Library as needed.</p>

C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

Joan Johnson, Library Director

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

Under general administrative direction, with general review of results and approval of policies by the Library Director. However, position is expected to exercise independent judgement in the performance of responsibilities.

E. SUPERVISION EXERCISED:

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

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	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)
1	Administrative Specialist Senior	a-h
1	Library Marketing Specialist	a-h
1	Library Volunteer Coordinator	a-h

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

Education and Experience:

1. Bachelor's degree from an accredited college or university with a major in Marketing or other closely related field.
2. 5-7 years of experience in marketing with 3 of those years in a supervisory or management position.

Knowledge, Skills and Abilities:

1. Able 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.
2. 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.
3. Strong interpersonal and collaboration skills; ability to work effectively as part of a team or individually with diverse staff, patrons and community partners.
4. Excellent oral and written communication skills; ability to effectively present ideas and information clearly, concisely and logically and speak before groups.
5. Proficient in computer skills including use of integrated library system (ILS), internal electronic files and databases, reporting tools and Microsoft Office suite.
6. Creative problem-solving skills: effectively evaluates and makes independent decisions to resolve problems; recommends actions designed to prevent problems from occurring
7. Knowledge of professional marketing techniques and practices, visual design principles, public relations best practice.
8. Ability to schedule, prioritize, and meet short- and long-term goals and deadlines.
9. Knowledge of budgeting practices.

Certifications, Licenses, Registrations:

Valid State of Wisconsin motor vehicle operator's license at time of appointment and throughout employment; Availability of personal, insured automobile for use on the job.

Other Requirements:

Able to work flexible work hours, some evening and weekend hours, in excess of 40 hours per week. Available for emergencies on call 24 hours a day.

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.*

A. 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).

<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 checked="" 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 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).

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

<input 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 checked="" 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.

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

<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.

D. 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: 25%

CHECK ALL THAT APPLY:

<input type="checkbox"/>	None: The worker is not substantially exposed to adverse environmental conditions (such as typical office or administrative work).
<input checked="" 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 checked="" 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.

The worker is required to wear a respirator.

E. 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 checked="" 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 type="checkbox"/> Facsimile <input type="checkbox"/> Calculator <input type="checkbox"/> Cash register	
<input type="checkbox"/> Other <i>(please list):</i>	
<input type="checkbox"/> Other <i>(please list):</i>	

14. **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 as personal characteristics that contribute to an individual's ability to perform well in the job, and any other special considerations.)

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



Signature of Department Head or Designated Representative