



Department of Employee Relations

Cavalier Johnson
Mayor

Kristin Hennessey Urban
Special Deputy Director

Molly King
Employee Benefits Director

Nicole Fleck
Labor Negotiator

September 12, 2025

The Honorable
Finance and Personnel
Committee Common Council
City of Milwaukee

*Common Council File No. 250646 – Communication from the Department of Employee Relations
relating to classification studies sent and approved at the September 9, 2025 City Service
Commission Meeting*

Dear Committee Members:

The following classifications and pay recommendations were *approved at the September 9, 2025
City Service Commission Meeting*

Department of Administration

Current	Recommendation
New Position	Community Program Coordinator PR 2GX (\$58,656 - \$76,474) (One Position)

Note: Residents receive a 3% Resident Incentive Allowance.

Department of Public Works-Operations Division

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

Note: Residents receive a 3% Resident Incentive Allowance.

Respectfully Submitted,

Kristin Hennessey Urban
Special Deputy Director

Attachments: Job Evaluation Reports
Fiscal Impact Statement



Department of Employee Relations

Cavalier Johnson
Mayor

Kristin Hennessey Urban
Special Deputy Director

Molly King
Employee Benefits Director

Nicole Fleck
Labor Negotiator

Job Evaluation Report

City Service Commission Meeting: September 9, 2025

Department of Administration

Current	Recommendation
New Position	Community Program Coordinator PR 2GX (\$58,656 - \$76,474) (One Position)

Note: Residents receive a 3% Resident Incentive Allowance.

This position coordinates and manages community programs provided by the Office of African American Affairs. This includes the development, implementation, and evaluation of initiatives that address the needs and priorities of the communities within Milwaukee. This includes promoting financial literacy and economic empowerment in order to strengthen neighborhood stability and vitality, and support youth and families. This role involves managing cross-sector partnerships, driving community engagement, and ensuring program alignment with equity, social justice, and inclusive growth strategies. Responsibilities include:

- Design, lead, and manage initiatives focused on financial literacy, education, self-care, entrepreneurship, and youth and family.
- Manage internal programming, calendar, and resources, providing regular reports on outcomes, impacts, and areas for improvement.
- Serves as team leader for initiatives.
- Serves as liaison between the Director and community partners with programming and resources.
- Build and maintain relationships with community leaders, advocacy groups, faith-based organizations, and government agencies.
- Align programs with the strategic goals of the Office and evolving community needs.
- Facilitate and/or represent the office at meetings.
- Setup for meetings and workshops.

Minimum requirements include a bachelor's degree in social work, public administration or related field. A Master's Degree is desirable. Necessary experience includes at least three years managing programs related to equity, community development, or public service. These requirements have not yet been assessed by the Staffing Division.

Similar titles within City government include:

Department	Title	PR	Title Minimum	PR Maximum
Health	Public Health Social Worker 2	2GN	\$69,380	\$76,474
Health	Fatherhood Involvement Specialist 2	2GN	\$68,721	\$76,474
DOA	Equal Rights Specialist	2GX	\$66,992	\$76,474
DCD	Community Outreach Liaison	2GX	\$66,304	\$76,474
DOA	Community Outreach Specialist	2GN	\$65,112	\$76,474
DOA	Community Violence Prevention Program Coordinator	2GX	\$58,656	\$76,474
DOA	Family Violence Prevention Program Coordinator	2GX	\$58,656	\$76,474
DOA	Recast Program Coordinator	2GX	\$58,656	\$76,474

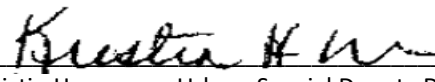
This new position will play a key role working with the Director of African American Affairs to develop and coordinate programming offered by Office of African American Affairs to the community.

Positions with a similar level and scope of responsibility within City government listed above are compensated in both Pay Range 2GN (FLSA non-exempt titles) and Pay Range 2GX (FLSA exempt titles). Based upon the comparisons made to similarly classified positions within the City, this report recommends classifying this new position as a Community Program Coordinator in pay range 2GX (\$58,656 - \$76,474).

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

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

Prepared by: 
Andrea Knickerbocker, Human Resources Manager

Reviewed by: 
Kristin Hennessey Urban, Special Deputy Director



Department of Employee Relations

Cavalier Johnson
Mayor

Kristin Hennessey Urban
Special Deputy Director

Molly King
Employee Benefits Director

Nicole Fleck
Labor Negotiator

Job Evaluation Report

City Service Commission Meeting: September 9, 2025

Department of Public Works-Operations Division

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

Note: Residents receive a 3% Resident Incentive Allowance.

Background

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

Responsibilities and Requirements

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

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

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

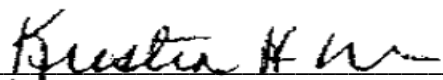
Minimum qualifications include a bachelor’s degree in communications, marketing, advertising, public relations, business administration, public administration, or a closely related field from an accredited college or university and three years of experience in marketing and communications.

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

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

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

Prepared by: 
Sarah Sinsky, Compensation Supervisor

Reviewed by: 
Kristin Hennessey Urban, Special Deputy Director



City of Milwaukee Fiscal Impact Statement

A	Date	9/17/2025	File Number	250646	☒ Original	☐ Substitute
	Subject	Communication from the Department of Employee Relations regarding the costs of classification reports approved at the City Service Commission on September 9, 2025.				

B	Submitted By (Name/Title/Dept./Ext.)	Sarah Wangerin/ Human Resources Representative / Employee Relations
---	--------------------------------------	---

C	This File	☒ Increases or decreases previously authorized expenditures.
		☐ Suspends expenditure authority.
		☐ Increases or decreases city services.
		☐ Authorizes a department to administer a program affecting the city's fiscal liability.
		☐ Increases or decreases revenue.
		☐ Requests an amendment to the salary or positions ordinance.
		☐ Authorizes borrowing and related debt service.
		☐ Authorizes contingent borrowing (authority only).
		☐ Authorizes the expenditure of funds not authorized in adopted City Budget.

D	Charge To	☒ Department Account	☐ Contingent Fund
		☐ Capital Projects Fund	☐ Special Purpose Accounts
		☐ Debt Service	☐ Grant & Aid Accounts
		☐ Other (Specify)	

E	Purpose	Specify Type/Use	Expenditure	Revenue
	Salaries/Wages		\$0.00	\$0.00
			\$0.00	\$0.00
	Supplies/Materials		\$0.00	\$0.00
			\$0.00	\$0.00
	Equipment		\$0.00	\$0.00
			\$0.00	\$0.00
	Services		\$0.00	\$0.00
			\$0.00	\$0.00
	Other		\$0.00	\$0.00
			\$0.00	\$0.00
	TOTALS		\$ 0.00	\$ 0.00

F**Assumptions used in arriving at fiscal estimate.**

The total cost for 2025 is \$0. Total cost for full year is \$0. Please see attached spreadsheet for details. Cost breakdown is in attached spreadsheet.

G

For expenditures and revenues which will occur on an annual basis over several years check the appropriate box below and then list each item and dollar amount separately.

☐ 1-3 Years ☐ 3-5 Years☐ 1-3 Years ☐ 3-5 Years☐ 1-3 Years ☐ 3-5 Years**H****List any costs not included in Sections D and E above.****I****Additional information.****J****This Note** ☐ **Was requested by committee chair.**

Department of Employee Relations
Fiscal Note Spreadsheet

City Service Commission Meeting of September 9, 2025
Finance and Personnel Committee Meeting of September 17, 2025

NEW COSTS FOR 2025												
	Pos.	Dept	From	PR	To	PR	Annual	Annual	EffPP	Costs	Rollup	Rollup+ Sal
Vacant	1	DOA	New Position	N/A	Community Program Coordinator	2GN	N/A	\$58,656	21	N/A Included in 2025/2026 budget		
Vacant	1	DPW - OPS	New Position	N/A	Marketing and Communications Officer	2LX	N/A	\$90,291	21	N/A Included in 2025/2026 budget		
	2									0	0	\$0

Assume effective date is Pay Period 21, 2025 (September 28., 2025) unless otherwise indicated.
Note: Totals may not be to the exact dollar due to rounding.

NEW COSTS FOR FULL YEAR												
	Pos.	Dept	From	PR	To	PR	Annual	Annual	EffPP	Costs	Rollup	Rollup+ Sal
	1	DOA	New Position	N/A	Community Program Coordinator	2GN	N/A	\$58,656	1	N/A Included in 2025/2026 budget		
	1	DPW - OPS	New Position	N/A	Marketing and Communications Officer	2LX	N/A	\$90,291	1	N/A Included in 2025/2026 budget		
	2									0	0	\$0

Note: Totals may not be to the exact dollar due to rounding.