



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

July 15, 2025

Harper Donahue IV
Director
Department of Employee Relations
City Hall, Room 706
200 East Wells Street
Milwaukee, WI 53202

Dear Mr. Donahue:

The Department of City Development is hereby requesting exemption from the provisions of Civil Service for the Marketing and Communications Coordinator position. We are asking that this request be heard by the City Service Commission at its meeting on July 22, 2025.

The department has two Marketing and Communications positions. The Marketing and Communications Officer initiates and responds to external contacts and news media, serves as the primary spokesperson and media resource for the department, coordinates and develops information required to respond to external requests, and provides strategic advice regarding media inquiries. The Marketing and Coordinator Officer reports to the Deputy Commissioner, and plans and implements media relations and public relations activities for the department, writing speeches, op-ed pieces and statements.

The second Marketing and Communications is the Marketing and Communications Coordinator, for which we are currently seeking exemption. This position was previously titled Community Outreach Liaison prior to being reclassified in 2024 to Marketing and Communications Coordinator. The position previously had a narrower focus, primarily supporting the Real Estate Division of the department, but has taken on broader duties supporting all sections of the department. The Marketing and Communications Coordinator develops and implements strategic communications strategies for community engagement, and marketing strategies to engage and inform residents and community partners about departmental initiatives, activities, and programs. This includes sharing information and generating interest in the purchase and renovation of tax-foreclosed residential and commercial properties, supporting the City Planning Division in developing and implementing community engagement strategies to assist area planning, zoning and land use planning initiatives and promoting a positive image of Milwaukee neighborhoods and the neighborhood and economic development initiatives operated by the department.

The Marketing and Communications Coordinator position serves as liaison with other City departments, other units of government, business owners, and business associations concerning communications and engagement issues regarding department activity. While



the previous title for this position was not traditionally exempt, we are requesting exemption from the provisions of Civil Service due to the changes in duties and reporting structure, the position having access to sensitive and confidential information, the requirement that the position communicate the perspective of the administration and the nature and complexity of its interaction with public officials, media, business and community organizations, and foundations. In addition, the Marketing and Communications Coordinator will report to the Deputy Commissioner, requiring confidentiality and commitment to the department's strategic vision, and will also represent the department, the Commissioner and the Deputy Commissioner in the community, such that it would be appropriate to exempt the position from Civil Service.

The job description for this position is attached. Should you have any questions or require additional information, please contact Vanessa Armstrong at extension 6076.

Sincerely,

A handwritten signature in black ink, appearing to read "Sam Leichtling".

Sam Leichtling
Deputy Commissioner

Attachment

cc: Vanessa Armstrong, DCD

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: 6/23/25		2. Present Incumbent: Vacant		Is incumbent underfilling position?	
3. Date Filled: 3/9/2020		4. Previous Incumbent: Karleen Cortés López		YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> If YES, indicate Underfill Title in box 10.	
5. Department: City Development		Bureau: Commissioner's Office Division:		Unit: Section:	
6. Work Location: 809 N. Broadway		Telephone: Email:		Work Schedule: Hours: 8:00 am-4:45 pm / Days: M-F	
7. Represented by a Union? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		8. Bargaining Unit: Management, General City 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 Coordinator			Pay Range	Job Code
				2JX	4501
	Underfill Title (if applicable):				
	Requested Title (if applicable):				
Recommended Title (DER Use Only):			Approved by: _____ Date: _____		

11. BASIC FUNCTION OF POSITION:

Using a variety of tools and strategies, the Marketing and Communications Coordinator develops and implements strategic community engagement, and marketing strategies to engage and inform residents and community partners about Departmental initiatives, activities, and programs. This includes sharing information and generating interest in the purchase and renovation of tax-foreclosed residential and commercial properties, supporting the City Planning Division in developing and implementing community engagement strategies to assist area planning, zoning and land use planning initiatives and promoting a positive image of Milwaukee neighborhoods and the neighborhood and economic development initiatives operated by the Dept. of City Development.

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
25	<ul style="list-style-type: none"> Formulate strategies to support Real Estate Division to reach audiences interested in purchasing tax-foreclosed properties and utilizing other related City programs and resources. Develop written plans to reach a variety of audiences and track results.
15	<ul style="list-style-type: none"> Collaborate with the Planning Division and other Divisions in formulating and implementing effective and culturally responsive community engagement strategies during area planning, zoning, land use, and ongoing development initiatives, including via the City's engagement platform (Social Pinpoint).
15	<ul style="list-style-type: none"> Represent the Department at outreach events, including coordinating and promoting DCD participation and being the lead participant at outreach events such as home ownership fairs, community meetings, aldermanic town hall meetings, etc, some of which occur during evening hours and on weekends.
10	<ul style="list-style-type: none"> Create and post web site content. Create web tools and other resources designed to make buying a City-owned property and accessing Departmental resources and programs easy to understand. Edit content to maintain accuracy of the website. Stay apprised of system-wide IT/website issues and needs, including updating the website for accessibility or language translation. Make changes to all detail-oriented websites when programs are updated, including changing logos, text and other details across platforms and on individual pages.
10	<ul style="list-style-type: none"> Social Media Management. Generate social media strategies and content in collaboration with the

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
	Marketing and Communications Officer. Post items to social media, including X, Facebook, Instagram, LinkedIn, and City-wide and neighborhood online calendars to advance departmental initiatives and resources. Monitor and respond to comments generated by social media posts. Attend regular City-wide Social Media Management meetings. Implement any changes or directives suggested at the meetings.
5	<ul style="list-style-type: none"> Write, design and distribute marketing materials, flyers, program information, and related reports. Collaborate with other City Departments as needed in marketing and promoting City neighborhoods, City programs, and city-wide marketing initiatives.
5	<ul style="list-style-type: none"> Design neighborhood/housing and program branding initiatives, including logo design and marketing/promotion plans. Work with local neighborhood groups to increase the marketability of city neighborhoods.
5	<ul style="list-style-type: none"> Develop and implement communication and engagement strategies targeted to difficult to reach populations to inform them of DCD programs and initiatives in partnership with departmental divisions.
5	<ul style="list-style-type: none"> Document program activity through photography and cellphone/camera videos. Maintain photos and records organized to be accessible and useable for Departmental needs.

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:

Sam Leichtling, Deputy Commissioner

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

General direction, policy and special technical guidance provided by supervisor. Work assignments will be made by supervisor, and individual projects will require coordination with DCD Division managers. Position will collaborate frequently with Marketing and Communication Officer. Position requires high degree of personal initiative and motivation. Must be willing to think and decide independently.

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:

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 and at least 3 years' experience in public relations, marketing, public outreach, community engagement, graphic design or similar field. Equivalent combinations of education and experience may be considered. Must exhibit excellent oral and written communications skills, and strong social media and video editing skills. Must be comfortable interacting and communicating with diverse populations and sensitive to cultural competence issues. Experience web content management system preferred. Must be competent in the use of Microsoft Office software. Experience in graphic design programs and social media tools preferred (e.g. Adobe suite, Canva, etc.).

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ii. Knowledge, Skills and Abilities:

We seek a candidate with demonstrable skills in communications and community engagement with diverse audiences, social media; web content development; graphic design, and writing and editing. Candidate must be able to work in a fast-paced environment and meet deadlines; perform well under pressure, and work effectively on multiple projects simultaneously. Knowledge of Milwaukee neighborhoods and housing conditions a plus, knowledge of Milwaukee housing stakeholders desired.

iii. Certifications, Licenses, Registrations:

Valid driver's license and available car to use for work purposes.

iv. Other Requirements:

We seek a problem solver, who enjoys the challenges of finding creative ways to meet communications and community engagement needs.

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

The Americans with Disabilities Act of 1993 requires job descriptions to provide detailed information regarding the physical demands required performing 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 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).

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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 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: 15%**

CHECK ALL THAT APPLY:

<input type="checkbox"/>	None: The worker is not substantially exposed to adverse environmental conditions (<i>such as typical office or administrative work</i>).
<input type="checkbox"/>	The worker is subject to inside environmental conditions: Protection from weather conditions but not necessarily from temperature changes (<i>i.e. warehouses, covered loading docks, garages, etc.</i>)
<input checked="" type="checkbox"/>	The worker is subject to outside environmental conditions: No effective protection from weather.
<input checked="" 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.)

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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.)

Ability to solicit support, commitment, and productive behavior from others to accomplish results. Ability to work independently and collaboratively to achieve goals. Excellent verbal and written communicaiton skills. Must be willing to work a flexible schedule in order to attend evening and weekend meetings.

Must be willing to attend workshops and make presentations in all areas of the City of Milwaukee.

- 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

Harper Donahue, IV
Director

Molly King
Employee Benefits Director

Nicole Fleck
Labor Negotiator

TO: Board of City Civil Service Commissioners

FROM: Kristin Hennessy Urban
Human Resources Manager

DATE: July 18, 2025

RE: Request from the Department of City Development (DCD) to **exempt** the position of Marketing and Communications Coordinator

<u>Position Title</u>	<u># of Positions</u>	<u>Pay Range</u>
Marketing and Communications Coordinator	1	2JX (\$75,722-\$92,612)

Please find attached a request from DCD Deputy Commissioner Sam Leichtling to **exempt** the position of Marketing and Communications Officer. A copy of the current job description is attached. As Mr. Leichtling noted in his letter, this position was recently reclassified from the title of Community Outreach Liaison, which was not exempt from civil service.

There are five Marketing and Communications Coordinator positions in the City: in the Department of Administration (DOA) Office of Community Safety and Wellness, in the Milwaukee Health Department (MHD), in the Milwaukee Public Library (MPL) and in the DCD.

The Marketing and Communications Coordinator in the DOA is the sole public relations position in the Office of Community Safety and Wellness and is CSC exempt. The Marketing and Communications Coordinator in the MHD is exempt, largely because it is grant-funded. The MPL has two Marketing and Communications Coordinators; neither is exempt from Civil Service. Generally, Marketing and Communications Officers, a higher-level title, are exempt due to their public facing role representing the department and director in media relations and leading the public relations functions for the department or section. In the MPL, the Marketing and Communications Coordinators work within the Communications and Marketing Division, which includes a Communications and Community Engagement Director and a Marketing and Communications Officer.

This request presents a unique set of circumstances. It is unusual for a department to have a Marketing and Communications Coordinator report to the Deputy Commissioner in a parallel manner to the Marketing and Communications Officer, rather than under the direction of the Marketing and Communications Officer. The DCD's intent is for their Marketing and Communications Coordinator to perform public relations functions for the entire DCD, with a focus on communications with other City departments and businesses. As this is a newly reclassified position, I support their exemption request at this time only due to the proposed reporting relationship to the deputy commissioner and due to the assertion by the department that the incumbent will independently perform public relations functions.

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

