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JOB EVALUATION REPORT

City Service Commission Meeting: July 16, 2024

This city-wide job study aligns approximately 17 Marketing and Communication titles and related classifications across 11 City departments. These recommendations have been sent in separate reports to the City Service Commission and the Fire and Police Commission as titles are often specific to a department.

The recommendations reallocate the rates of pay for classifications based upon a comparison to market rates of pay. These reallocations are not reclassifications. Employees in these titles will receive a rate increase only if their current base pay rate falls below the new minimum recruitment rate for their title.

In order to address internal equity issues, this report recommends that departments be allowed to request equity adjustments with the approval of DER. These may be requested when an eligible employee is being compensated at a rate of pay that is below the rate of a newer employee with less experience in the same classification or performing similar work within the same department. Further, this report recommends that departments be allowed to request 3% transfer adjustments with the approval of DER. A transfer is defined as the appointment to a position within the same pay range or to a pay range with the same rates of pay.

The analysis and recommendation process included a review of a position's duties and responsibilities, impact and accountability, relationship responsibilities, working conditions, as well as minimum education and experience requirements.

This process also compared a classification's rate of pay to the cost of labor in Southeastern Wisconsin. Market data was sourced from ERI, a salary survey to which Employee Relations subscribes, and the Bureau of Labor Statistics.

This report covers only those positions for which the paramount requirement is knowledge of the principles and practices of public relations, communications, media affairs, and/or marketing and promotional practices. These positions may provide strategic advice on communication issues and possess the ability to oversee and implement the digital media strategy, social media marketing, and website management.

Background

This report addresses internal equity between departments and examines not only the market rates but also the classification to ensure all positions are classified appropriately. A handful of these positions were studied back in 2022 prior to the lift of the mayoral cap. That being said, many of these titles were not included in the prior study and this report is to ensure the City's internal comparables and classifications are in alignment while addressing the market rates.

Market Data

In determining the recommendations for these positions, comparisons were made to external market rates of pay for positions with similar duties and responsibilities in the Milwaukee Metropolitan area. Market pay data from the Economic Research Institute (ERI), a service to which the Department of Employee Relations subscribes, as well as rates from the Bureau of Labor Statistics (BLS), are below:

Public Relations Manager

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$96,225	\$105,237	\$116,893	\$128,619	\$140,218
Level 2	\$113,281	\$123,707	\$137,079	\$150,704	\$164,398
Level 3	\$135,551	\$147,843	\$163,651	\$179,878	\$196,234

ERI describes a Public Relations Manager as a position that directs or participates in the writing, editing, and publishing of organization publications. Organizes and carries out events to promote employee morale and community goodwill, such as speeches, tours, exhibits, etc. Plans and implements public relation programs designed to create and maintain favorable public image for the organization. Develops and produces publications, brochures, and articles to define the corporate identity to employees, customers, and the broader community.

Cost of Labor for Public Relations Manager, BLS

Area Name	Annual 10% wage	Annual 25% wage	Annual median wage	Annual 75 th % wage	Annual 90 th % wage
Milwaukee-Waukesha-West Allis, WI	\$72,870	\$85,030	\$105,230	\$129,310	\$164,340

BLS describes a Public Relations Manager as a position that plans and directs public relations programs designed to create and maintain a favorable public image for employer or client; or if engaged in fundraising, plan and direct activities to solicit and maintain funds for special projects and non-profit organizations.

Public Relations Supervisor

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$64,838	\$70,848	\$78,746	\$86,623	\$94,527
Level 2	\$74,875	\$81,827	\$90,916	\$100,039	\$109,142
Level 3	\$88,640	\$96,874	\$107,581	\$118,403	\$129,168

ERI describes a Public Relations Supervisor as a position that supervises an organization's public relations efforts. Aids the administration with the presentation and the representation of the organization to the general public, customers, local communities, shareholders, and the financial community. Contributes to the development and maintenance of the organization's corporate image and identity. Oversees writing of and/or writes news releases and articles. Collaborates with management in setting the short- and long-term strategic objectives while providing the supervision necessary to achieve profits, growth, or other goals of the organization. Assists in identifying and promoting the advancement of the strategic objectives of the organization. Provides support for organizational personnel in the writing of speeches, letters, and articles which are to be made public. Participates in the writing, editing, and publishing of organization publications. Assists in the drafting of the annual report to stockholders, quarterly dividend

statements, financial advertising, and other stockholder materials. May arrange interviews between organization executives and the media.

Marketing Communications Supervisor

Years of Experience	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
10	\$98,124	\$107,319	\$119,118	\$130,912	\$142,520
9	\$95,477	\$104,447	\$115,987	\$127,504	\$138,830
8	\$92,753	\$101,485	\$112,752	\$123,987	\$135,028
7	\$89,955	\$98,438	\$109,417	\$120,364	\$131,118
6	\$87,069	\$95,288	\$105,960	\$116,609	\$127,071
5	\$84,108	\$92,051	\$102,396	\$112,733	\$122,897
4	\$81,085	\$88,741	\$98,743	\$108,750	\$118,612
3	\$78,020	\$85,380	\$95,023	\$104,681	\$114,233
2	\$74,933	\$81,989	\$91,261	\$100,553	\$109,784
1	\$71,846	\$78,593	\$87,485	\$96,399	\$105,290

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$76,132	\$83,285	\$92,665	\$102,054	\$111,387
Level 2	\$87,526	\$95,762	\$106,435	\$117,090	\$127,594
Level 3	\$103,063	\$112,704	\$125,067	\$137,439	\$149,673

ERI describes a Marketing Communications Supervisor as a position that plans, creates, and implements marketing communications programs. Supports communications projects in the areas of advertising and promotional programs, public relations, and trade shows, including Internet-based communications. Develops, implements, and evaluates marketing communications plans in support of strategic objectives. Prepares materials for internal and external presentations on products, business plans, and management communications. Drafts communications plans for assigned division as well as product lines, then follows through on implementation in close cooperation and alignment with functional groups and sales, product management, and communication teams. Supports Marketing Communications projects and goals as defined by the Senior Manager of Marketing Communications. Assists with website content management. Performs copy writing for annual report, analysts meeting, other corporate functions, and press conferences. Tracks and follows up on the editorial calendar. Drives strategic positioning in coordination with Marketing Communications Director to ensure alignment of activities with corporate communication strategy and regional key messages.

Marketing Administrator

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$43,941	\$47,917	\$53,241	\$58,424	\$63,740
Level 2	\$51,264	\$55,958	\$62,213	\$68,389	\$74,690

Level 3	\$60,838	\$66,477	\$73,957	\$81,429	\$88,999
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ERI describes a Marketing Administrator as a position that structures and leads targeted marketing campaigns across various mediums, such as online advertising, print advertising, and radio and television commercials. Monitors and assesses the performance of marketing campaigns and examines opportunities for improvement. Maintains company's online presence, including website, social media, and blogs, and manages inquiries generated on these platforms. Creates and edits corporate communications, such as presentations, newsletters, press releases, media kits and other marketing literature. Analyzes market research and evaluates opportunities to optimize marketing spend and performance. Identifies potential customers. Develops and maintains a database of potential customers. Negotiates contracts and acts as the company liaison for marketing services vendors, such as advertising agencies, print supplies, and freelancers. Coordinates and participates in promotional activities, trade shows and industry events. May generate reports.

Trade Relations Supervisor

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$61,989	\$67,305	\$74,365	\$81,264	\$88,262
Level 2	\$71,827	\$78,002	\$86,157	\$94,189	\$102,288
Level 3	\$84,618	\$91,905	\$101,474	\$110,966	\$120,489

ERI describes a Trade Relations Supervisor as a position that supervises trade relations program designed to create and maintain favorable trade image for employer or client. Plans and directs development and communication of information designed to keep trade clients, associations, and customers informed of the company's programs, products, and services. Researches and analyzes information of the trade to avoid industry risk and identify new opportunities.

Marketing Associate

Years of Experience	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
10	\$73,050	\$80,096	\$89,392	\$98,704	\$107,926
9	\$71,051	\$77,888	\$86,932	\$96,000	\$105,017
8	\$68,919	\$75,528	\$84,296	\$93,096	\$101,881
7	\$66,660	\$73,025	\$81,493	\$89,999	\$98,526
6	\$64,250	\$70,353	\$78,494	\$86,676	\$94,913
5	\$61,707	\$67,537	\$75,324	\$83,153	\$91,070
4	\$59,055	\$64,604	\$72,019	\$79,470	\$87,038
3	\$56,323	\$61,586	\$68,619	\$75,670	\$82,864
2	\$53,543	\$58,517	\$65,168	\$71,805	\$78,607
1	\$50,750	\$55,436	\$61,709	\$67,933	\$74,328

ERI describes a Marketing Associate as a position that assists in the creation and management of long-term marketing plans, including advertising, public relations, promotions, and collateral. Gives support to

advertising programs and communication programs designed to promote products or services. Helps in supporting a broad range of marketing activities and/or promotes sales and creates goodwill for organization's products or services among customers or prospects.

Public Relations Representative

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$52,908	\$57,904	\$64,562	\$71,116	\$77,754
Level 2	\$62,895	\$68,872	\$76,746	\$84,556	\$92,393
Level 3	\$75,796	\$83,014	\$92,433	\$101,835	\$111,185

ERI describes a Public Relations Representative as a position that plans and organizes public relations program designed to create and maintain favorable public image for employer or client. Plans and oversees development and communication of information designed to keep the public informed of employer's programs, accomplishments, or point of view. Coordinates public relations efforts in order to meet needs, objectives, and policies of individual, special interest group, business concern, nonprofit organization, or governmental agency. Represents organization as in-house staff member or serves as an outside consultant. Prepares and distributes fact sheets, news releases, photographs, scripts, motion pictures, recordings, or website addresses or articles to media representatives and other people who may be interested in learning about or publicizing employer's activities or message. Purchases advertising space and time as required. Arranges for and conducts public-contact programs designed to meet employer's objectives, utilizing knowledge of changing attitudes and opinions of consumers, clients, employees, or other interest groups. Promotes goodwill through such publicity efforts as speeches, exhibits, films, tours, and question/answer sessions. Represents employer during community projects and at public, social, and business gatherings. May research data, create ideas, write copy, lay out artwork, contact media representatives, or represent employer directly before general public. May develop special projects such as campaign fundraisers or public awareness about political issues. May direct activities of subordinates. May confer with production and support personnel to coordinate production of television advertisements and on-air promotions. May prepare press releases and fact sheets and compose letters. May disseminate facts and information about organization's activities or governmental agency's programs to the general public.

Events and Promotions Coordinator

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$37,154	\$40,682	\$45,361	\$49,847	\$54,561
Level 2	\$44,026	\$48,206	\$53,859	\$59,390	\$65,094
Level 3	\$53,286	\$58,391	\$65,334	\$72,225	\$79,219

ERI describes an Events and Promotions Coordinator as a position that arranges and facilitates promotions and events. Leads the promotion or event from concept to clean up. Assesses promotions and events to ensure employee understanding, guest satisfaction, budget alignment and profitability. Proposes improvements or new programs to stimulate business or increase efficiency and efficacy of operations. Coordinates all details of promotions and events including concept, theme, staffing, timeline and needs from external vendors. Collaborates with cross-functional teams to create and gather

necessary internal resources, such as advertising, human resources and information technology. Develops and distributes internal communications regarding upcoming promotions and events. Monitors daily spending and invoice status to ensure total costs are within the established budget. Maintains inventory of displays and other equipment needed for upcoming events and promotions. Oversees the set up and cleanup of all assigned events and promotions. Addresses staff and guest questions and complaints and works to reach a resolution. May arrange entertainment or guest speakers for events and promotions. May assist with vendor contract negotiations. May prepare reports, presentations or other materials.

Graphic Designer

Years of Experience	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
10	\$67,487	\$73,140	\$80,544	\$87,737	\$94,991
9	\$65,785	\$71,309	\$78,549	\$85,564	\$92,638
8	\$63,987	\$69,371	\$76,438	\$83,268	\$90,153
7	\$62,061	\$67,293	\$74,176	\$80,809	\$87,495
6	\$59,953	\$65,016	\$71,695	\$78,115	\$84,587
5	\$57,696	\$62,575	\$69,030	\$75,224	\$81,470
4	\$55,311	\$59,991	\$66,204	\$72,158	\$78,168
3	\$52,825	\$57,293	\$63,247	\$68,944	\$74,711
2	\$50,274	\$54,519	\$60,200	\$65,626	\$71,141
1	\$47,703	\$51,713	\$57,111	\$62,254	\$67,507

ERI describes a Graphic Designer as a position that designs art and copy layouts for material to be presented by visual communications media such as books, magazines, newspapers, Internet websites, television, and packaging. Develops materials manually or utilizes graphic software to design and produce finished artwork or product. Plans content, graphic aspects, and presentation of material, product, or service. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and esthetic design concepts. Draws sample of finished layout. Ensures consistency of design. Prepares notes and instructions for workers who assemble and prepare final layouts for printing. Reviews final layout and suggests improvements as needed. May key information into computer equipment to create layouts for client or supervisor. May prepare illustrations or rough sketches of material according to instructions of client or supervisor. May prepare series of drawings to illustrate sequence and timing of story development for television production. May mark up, paste, and assemble final layouts to prepare layouts for printer. May specialize in particular field, medium, or type of layout. May produce still and animated graphic formats for on-air and taped portions of television news broadcasts, using electronic video equipment. May photograph layouts, using camera, to make layout prints for supervisor or client. May develop negatives and prints, using negative and print developing equipment, tools, and work aids to produce layout photographs for client or supervisor.

Market Recommendations

Current	Recommended
Director of Communications and Public Engagement PR 1JX (\$85,366 - \$119,521) FN: Appointment may be at any rate in the pay range with DER and Chair of Finance approval. (One Position- Mayor)	Director of Communications and Public Engagement PR 1MX (\$103,384 - \$144,744) FN: Recruitment is at \$120,143 (One Position - Mayor)
Public Information Manager PR 1FX (\$66,154 - \$92,612) FN: Recruitment is at \$72,768 FN: Appointment may be at any rate in the pay range with DER and Chair of Finance approval. (One Position – City Clerk)	Public Information Manager PR 1KX (\$91,006 - \$127,413) FN: Recruitment is at \$109,221 (One Position – City Clerk)
Community Relations and Engagement Director PR 1FX (\$66,154 - \$92,612) FN: Recruitment is at \$72,768 FN: Appointment may be at any rate in the pay range with DER and Chair of Finance approval. (One Position – MPL)	Communications and Community Engagement Director PR 1KX (\$91,006 - \$127,413) FN: Recruitment is at \$109,221 (One Position – MPL)
Market Development Manager PR 2MX (\$80,098 - \$112,137) (One Position – Port)	Market Development Manager PR 2OX (\$91,006 - \$127,413) FN: Recruitment is at \$111,899 (One Position – Port)
Public Relations Supervisor PR 1CX (\$54,619 - \$76,474) (One Position – CCCC)	Public Relations Supervisor PR 2MX (\$80,098 - \$112,137) FN: Recruitment is at \$99,291 (One Position – CCCC)
Certification and Communications Coordinator PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$72,768 (One Position – DNS)	Marketing and Communications Officer PR 2LX (\$75,162 -\$ 105,223) FN: Recruitment is at \$90,291 (One Position – DNS)
Marketing and Communications Officer PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$72,768 (Five Positions – DPW INF, DPW MWW, DCD, DER, MHD)	Marketing and Communications Officer PR 2LX (\$75,162 -\$ 105,223) FN: Recruitment is at \$90,291 (Five Positions – DPW INF, DPW MWW, DCD, DER, MHD)
Trade Development Representative PR 2IX (\$62,041 - \$86,854) (One Position – Port)	Trade Development Representative PR 2KX (\$70,501 - \$98,704) FN: Recruitment is at \$84,393 (One Position – Port)
Marketing and Communications Coordinator PR 2FX (\$51,649 - \$71,754) (Three Positions – DOA, DCD, MHD)	Marketing and Communications Coordinator PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$75,722 (Three Positions – DOA, DCD, MHD)

Permits and Communications Specialist PR 2FX (\$51,649 - \$71,754) (One Position – DPW)	Permits and Communications Specialist PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$75,722 (One Position – DPW)
Graphic Designer – Lead PR 2CN (\$42,322 - \$59,242) FN: Recruitment is at \$48,256 (One Position – CCCC)	Graphic Designer – Lead PR 2HN (\$58,223 - \$81,507) FN: Recruitment is at \$73,022 (One Position – CCCC)
Graphic Designer II PR 2BN (\$39,716 - \$55,598) FN: Recruitment is at \$46,409 (Two Positions – CCCC, MHD)	Graphic Designer II PR 2GN (\$54,619 - \$76,474) FN: Recruitment is at \$68,245 (Two Positions – CCCC, MHD)
Graphic Designer I PR 2AN (\$37,292 - \$52,204) FN: Recruitment is at \$40,146 (Underfill Title)	Graphic Designer I PR 2FN (\$51,250 - \$71,754) FN: Recruitment is at \$63,780 (Underfill Title)

Note: Residents receive a rate that is 3% higher. Titles that are in bold have been retitled to better reflect duties.

Reclassification/ Reallocation Recommendations

Current	Recommended
Marketing and Communications Officer PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$72,768 (One Position – DPW - Admin)	Marketing and Communications Officer – Lead PR 2MX (\$80,098 - \$112,137) FN: Recruitment is at \$99,291 (One Position – DPW – Admin)
Creative Design and Brand Specialist PR 2FX (\$51,649 - \$71,754) (One Position – DOA)	Brand and Creative Services Officer PR 2MX (\$80,098 - \$112,137) FN: Recruitment is at \$99,291 (One Position – DOA)
Administrative Specialist - Senior PR 2GX (\$54,619 - \$76,474) FN: Recruitment is at \$66,992 (One Position – MPL)	Marketing and Communications Officer PR 2LX (\$75,162 - \$105,223) FN: Recruitment is at \$90,291 (One Position – MPL)
Library Marketing Specialist PR 2EN (\$48,079 - \$67,309) (One Position - MPL)	Marketing and Communications Coordinator PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$75,722 (One Position - MPL)
Events and Outreach Coordinator PR 2FX (\$51,649 - \$71,754) (One Position – CCCC)	Events and Outreach Coordinator PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$75,722 (One Position – CCCC)

Note: Residents receive a rate that is 3% higher.

Reclassification Analysis and Recommendations

Current	Marketing and Communications Officer	PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$72,768	One Position
Recommended	Marketing and Communications Officer – Lead	PR 2MX (\$80,098 - \$112,137) FN: Recruitment is at \$99,291	One Position

The Department of Public Works – Administration has requested the reclassification of their Marketing and Communications Officer. An updated job description and job analysis questionnaire were provided and conversations were held with Jerrel Kruschke, Commissioner of Public Works.

The Marketing and Communication Officer – Lead manages staff and functions associated with marketing and communications, media and community relations, and graphics/web services for the City of Milwaukee Department of Public Works. This position functions as the public information officer and media liaison for the department and represents the department at community events, Committees and/or Task Forces. This position is responsible for drafting and executing a consistent, long-term public relations plan and providing oversight to components within. Duties and responsibilities include:

- Coordinate between and serve as lead to the other Marketing and Communications Officers in other DPW divisions related to communications, inquiries/concerns, initiatives, tasks, and projects.
- Develop and draft communication materials including: press releases, media advisories, opinion-editorial pieces, bylined articles, correspondence and reports.
- Write speeches, presentations, and campaigns regarding public works matters for the Commissioner and division managers, and other as assigned.
- Identify and recommend opportunities to inform the general public, interest groups, administration, Common Council, state and federal agencies, and community partners of DPW’s policies, activities, and accomplishments.
- Develop, coordinate, and implement communications related to seasonal programs including snow and ice control.
- Manage all social media ventures to include, but not limited to, Facebook, X/Twitter, YouTube, and emerging technologies.
- Leads crisis communication response and mitigate the impacts of crises.
- Responsible for reputation management and enhancing positive image and visibility.
- Responsible for overseeing internal and external communication strategies DPW – wide.
- Coaching department members for interviews, providing talking points, and best practices.
- Works with the Commissioner and DPW leadership to convey a unified DPW voice that reflects the departments mission and vision.
- Oversees the creation and implementation of DPW newsletter.
- Oversees the department’s website, editing, and submitting content, and supervising webmaster in the ongoing development of the site.

- Manage and work with senior-level management, community partners, and advertising / promotional agencies to effectively execute marketing strategies.
- Develop time and action plans, and direct associate marketing campaigns through the department to promote awareness and education.
- Manage activities of outside advertising / promotional agencies (development and execution of programs).
- Serve as primary contact for media and act as spokesperson for the department as appropriate opportunities are identified.
- Coordinate local, state, and national media relations and serve as a media resource for all division of the department.
- Foster and maintain positive, cooperative working relations with community organizations, public works organizations, and media representatives.
- Arrange special events, new conferences, editorial board meetings, media coverage, and coordinate staff participation as appropriate.
- Serve as the DPW liaison to the Mayor’s Office, Elected Officials, and other Department Heads for press releases, special announcements, and other public relations matters.
- Represent DPW in public forums, at media events, Committees, and Task Force Groups.
- Provide leadership and consultation to the Public Works Commissioner on media and public relations aspects of mission-critical initiatives and crucial departmental policy and public work proposals.
- Manage and direct the activities of contract employees and interns.

The department has indicated that this position now has the added duties of coordination between the Marketing and Communication Officers in the other division of DPW. This position will serve as the lead and the point of contact for all media inquiries for DPW and will have the other Marketing and Communication Officers report to them so as to provide a unified and consistent message department wide.

We recommend reclassifying this position of Marketing and Communications Officer in DPW – Administration as a Marketing and Communications Officer – Lead in Pay Range 2MX (\$80,098 - \$112,137) with a recruitment rate of \$99,291.

Current	Creative Design and Brand Specialist	PR 2FX (\$51,649 - \$71,754)	One Position
Recommended	Brand and Creative Services Officer	PR 2MX (\$80,098 - \$112,137) FN: Recruitment is at \$99,291	One Position

The Department of Administration (DOA) has requested the study of the classification for their title Creative Design and Brand Specialist. An updated job description was provided and discussions were held with Steven Mahan, Administration Deputy Director; and Arlisia McHenry, Mayor’s Liaison Officer.

The Brand and Creative Services Officer within DOA is a key role responsible for the City of Milwaukee brand and creative executions. This includes brand strategy, brand assessment management, brand socialization, and the ongoing evolution of the City brand in partnership with DOA leadership, the Mayor’s Office, creative and communications staff across City departments, and various stakeholders.

This position is also responsible for directing creative strategy within integrated teams and developing high-level marketing communication strategies to support the City's strategic priorities. In addition, this role oversees project-based work from consultants and agencies responsible for developing branded creative content including video, photography, graphic design, digital design, and animated executions. Duties and responsibilities include:

- Creatively responsible for high-profile projects, and developing branded campaigns and public service announcements, across multiple departments and divisions of the entire organization.
- Collaborate closely with marketing and outreach staff across the organization and lead staff towards strong conceptual work by ensuring consistency and alignment in messaging and visual presentation projects.
- Work closely with executive leadership, mid-level managers, and cross functional teams to translate high-level campaign direction, insights, data, and current trends into compelling work products that meet the needs of the moment.
- Direct production of materials for all departments throughout the City, from conception to completion, ensuring accuracy and adherence to standards., including advertisements (print and digital), reports, flyers, logos, brochures, invitations, social media graphics, signage, and websites.
- Deliver high quality designs across numerous projects at a high speed, managing multiple different priorities at the same time and delegating work to junior designers as needed to ensure speedy production.
- Direct marketing, communications, design and outreach staff to ensure all staff maintain a consistent quality of work and uphold design principles and guidelines.
- Manage, lead and facilitate meetings of the Social Media Collaborators Group consisting of over 50 employees, representing every department and initiative in the City. Direct other communications and social media staff, including public information officers, in the designated social media, communications, and branding workgroup that ensures consistency and alignment in messaging and visual representation of City of Milwaukee department projects and goals. This group meets monthly and communicates between meetings to share resources, knowledge, and best practices for unified digital communication that accomplishes diverse goals while ensuring cohesiveness in branding strategy.
- Develop, write, and maintain the City of Milwaukee Brand Standards Guide, both internal MINT version and public-facing guides, and manage updates to the Brand Standards, and be responsible for communicating all updates to the Brand Standards to relevant internal and external stakeholders.
- Develop realistic plans and enforcement methods for protecting the brand and design and execute training for staff on use of the City of Milwaukee Brand Standards Guide
- Write, develop, and produce communications, including E-Notify, e-newsletters, text alerts, press releases, and presentations and templates for presentations for departments, and for Director of DOA.
- Work with ITMD to set standards to strengthen the City's website appeal to residents and a variety and web of audiences and to establish more uniformity across departments
- Works closely with ITMD with respect to technical design and functionality, as well as site maintenance standards, and collaborate with team members to advance new functionalities

- Manage the official City of Milwaukee social media channels, including writing, creating, and disseminating content related to centralized functions/programs/events for the City of Milwaukee and DOA divisions. Independently create graphics, capture photos, writing and generating content, or recording and editing videos.
- Monitor comments and inquiries received on official City social channels and actively respond in a timely and appropriate manner according to best practices. Ensure City departments are contacted when technical information or additional facts are needed to formulate an appropriate response to public inquiries or critiques. Maintain detailed knowledge and understanding of various City programs and major initiatives to ensure inquiries received through social media channels can be directed in a timely fashion.
- Work with Budget and Purchasing teams to recommend budgets, procurement, and serve on RFP/RFQ review panels related to creative direction, design, digital marketing, web, photo/video services, social media and brand management
- Work to complete projects on budget and within approved budget parameters
- Analyze data and metrics to track the success of campaigns and make informed decisions about future projects
- Represent the department and serve as a liaison with other City departments; work closely with the Mayor’s Office Communications staff and other departments to develop communications strategies and timely alerts to the public.

This position serves as the sole creative and design contact to lead project work for multiple departments and divisions. Changes to organizational structure within DOA, increasing complex projects due to new programs and initiatives such as ARPA, Vision Zero, Fatherhood Summit, Mother’s of Milwaukee Symposium, RNC, etc. have added increased responsibility and duties to direct and manage creative campaign work on high-profile projects. This position leads group discussions, directs trainings, creates meeting slide content, and facilitates monthly meetings of the Social Media Collaborators Group.

Due to the increased responsibilities and duties, we recommend reclassifying this position of Creative Design and Brand Specialist in DOA as a Brand and Creative Services Officer in Pay Range 2MX (\$80,098 - \$112,137) with a recruitment rate of \$99,291.

The Milwaukee Public Library has requested the reclassification of two positions that have evolved and taken on duties that align with that of Marketing and Communications. Updated job descriptions were provided and conversations were held with Jennifer Meyer-Stearns, Deputy Library Director; and Victoria Robertson, Library Human Resources Administrator.

Current	Administrative Specialist - Senior	PR 2GX (\$54,619 - \$76,474) FN: Recruitment is at \$66,992	One Position
Recommended	Marketing and Communications Officer	PR 2LX (\$75,162 - \$ 105,223) FN: Recruitment is at \$90,291	One Position

This position will assist in the formulation and execution of strategic marketing and communication campaigns that market the Milwaukee Public Library (MPL) to the public. This role will work closely with the Communications and Community Engagement Director to translate the strategic vision into

actionable marketing plans, overseeing the execution of campaigns across various channels. This position may serve in the role of Communications and Community Engagement Director when necessary. Duties and responsibilities include:

- Develop a comprehensive understanding of all MPL offerings, including programs, collections, resources, and other services. Analyze research and community engagement surveys to understand the needs of the library patrons.
- Work with the Communications and Community Engagement Director to identify opportunities for developing marketing campaigns that advance the Library's strategic plan and goals.
- Coordinate with the Marketing and Communications Coordinator to translate the vision into actional plan and tactics.
- Oversee the creation and distribution of marketing materials and campaigns, ensuring they align with the brand's voice and strategy.
- Track the effectiveness of marketing campaigns, analyzing performance data, and making recommendations for optimization.
- Identify areas for marking library programs or events in a holistic way that attracts and converts target groups.
- Write, design, and distribute marketing materials, flyers, and other program information to support adult spotlight program awareness and drive attendance.
- Serve as a communication liaison for special event planning, including summer reading, cluster events, and other larger library events, that require additional marketing and outreach support.
- Develop robust email marketing strategy that aligns with library communication goals.
- Develop content and create segmented emails that reach wide library patron audience.
- Develop and implement strategies that grow MPL email list.
- Track email metrics and make necessary adjustments to drive overall engagement.
- Coordinate and develop bi-weekly staff new, working with the Library Director and other library staff on gathering relevant content.
- Support the Communications and Community Engagement Director with internal communication materials and messages.
- Responsible for writing and producing resolutions, certificates, and awards for staff, volunteers, patrons, etc.
- Assists in media relation's activities for MPL, working closely with the Director on development of press releases or media advisories. Assist in tracking and analyzing media coverage.
- Serves as backup for press inquiries if Communications and Community Engagement Director is unavailable.
- Oversee website content direction on MPL's website, ensuring brand and content standards.
- Gather ideas and write blog content that supports editorial and promotional calendar.
- Keep up to date with website CMS and other technologies.
- Review monthly web analytics and identify areas of opportunity for improvement.
- Ensure MPL brand identity is carried out across all communication and marketing efforts.
- Act as brand ambassador internally and externally.

This position's duties and responsibilities has evolved since it was last updated in 2007. This is due to the shift in marketing communication priorities and methods, that has since been influenced by digital

technologies, social media, and changing customer expectations. This position is now expected to be well-versed in marketing channels and needs to be technically skilled so as to handle a wide range of outputs that include print, design, copywriting, websites, email, and multiple social media channels within a face-paced, high demand environment.

Due to the evolved duties and responsibilities, this position now more closely aligns with other Marketing and Communication Officers city wide. Therefore, we recommend reclassifying one Administrative Specialist – Senior as a Marketing and Communications Officer in Pay Range 2LX (\$75,162 - \$105,223) with a recruitment rate of \$90,291.

Current	Library Marketing Specialist	PR 2EN (\$48,079 - \$67,309)	One Position
Recommended	Marketing and Communications Coordinator	PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$75,722	One Position

The Marketing and Communications Coordinator implements campaigns that markets the Milwaukee Public Library (MPL) using a variety of traditional and digital communication channels, including printed materials, website, email, social media and digital signage. Duties and responsibilities include:

- Develop a comprehensive understanding of all MPL offerings, including programs, collections, resources, and other services.
- Actively participate in monthly editorial meetings to align campaigns with the broader communication plan and strategies.
- Design and implement targeted marketing campaigns to promote MPL to the community through traditional and digital communication channels, ensuring consistent branding across all materials.
- Create high-quality content tailored to the target audience, optimizing it for various platforms.
- Test, evaluate, and suggest improvements throughout campaign.
- Coordinate logistics for marketing initiatives, including scheduling, material preparation, and vendor liaison.
- Write, design, and distribute marketing materials, flyers, and other program information to support spotlight program awareness and drive attendance.
- Serve as a communication liaison for special event planning, including summer reading, cluster events, and other larger library events that require additional marketing and outreach support.
- Document program activity through photography and cellphone/camera videos. Maintain photos and recordings in an easy to access and understandable manner.
- Provide support to staff participating in outreach events, from print materials, to other promotional items.
- Serve as the communications and marketing point person for all teen programming and promotion.
- Design, create and post original and engaging social media content across library channels. Create graphics or videos to accompany posts.
- Identify and implement paid advertising campaigns for specific programs and events.
- Monitor and respond to comments generated by social media posts.

- Attend regular City-wide Social Media Management meetings.
- Identify new trends and social channels, suggesting changes to increase follower engagement.
- Collaborate with other social media content creators to ensure consistency of brand and strategic channel goals.
- Create, plan and post website content on MPL’s website, including program-specific pages and specialty pages designed to engage the target audiences. Keep up to date with website CMS and other technologies.
- Review monthly web analytics and identify areas of opportunity for improvement.
- Coordinate all digital signage with MPL IT team and other vendors
- Coordinate interior and exterior print signage requests for special events, displays, library shelving, working closely with the Communication and Community Engagement Director to ensure brand standards and consistency across all locations.
- Support the Marketing and Communications Officer with creating content and design for MPL’s electronic marketing including newsletters and other communications.
- Respond to general inquiries regarding library events and programs from public and library system.
- Serve as marketing and communications representative on various internal and external committees.

Due to the evolved duties and responsibilities, this position now more closely aligns with other Marketing and Communication Coordinators city wide. Therefore, we recommend reclassifying one Library Marketing Specialist as a Marketing and Communications Coordinator in Pay Range PR 2JX (\$66,154 – \$92,612) with a recruitment rate of \$75,722.

Current	Events and Outreach Coordinator	PR 2FX (\$51,649 - \$71,754)	One Position
Recommended	Events and Outreach Coordinator	PR 2JX (\$66,154 – \$92,612) FN: Recruitment is at \$75,722	One Position

This position coordinates events and the activities of the community outreach programs, projects and initiatives for which the Common Council – City Clerk’s Office has administrative responsibility, in whole or in part, for which it is a partner or stakeholder, to serve as a liaison between internal divisions of the office, other City departments and government agencies, local elected officials, and community stakeholders. Duties and responsibilities include:

- Provide leadership, support, coordination and execution of related special events for the activities of the various community outreach and engagement programs, projects, and initiatives of the office, for which the office is a partner or stakeholder.
- Serve as a liaison between internal divisions of the office, other City departments and government agencies, local elected officials, and community stakeholders in the establishment or enhancement of the activities of new or existing programs, projects, and initiatives of the office to align strategies developed to address issues as identified.
- Provide guidance to the Milwaukee Youth Council and act as a liaison with parents, guardians, school administrators, City departments and government agencies, local elected officials, and community stakeholders.

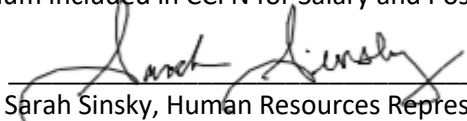
- Creates systems and metrics document, monitor, and measure the effectiveness of programs and projects.
- Maintains numerical and qualitative data to track, monitor, and improve programs and projects.
- Direct the work of temporary staff, interns and volunteers.
- Prepare reports and other written documents.
- Assist in identifying and cultivating funding sources including in grant writing.

This position provides event specific coordination and planning of events or programs for Common Council members, and is responsible for fundraising, developing and maintaining strategic relationships with donors and sponsors, and maintaining and creating public relations with community organizations and constituents.

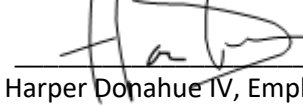
In comparing this position to the pulled market rate benchmarks, this position appears to most comparable to that of a Public Relations Representative and an Events and Promotions Coordinator. Based off of these duties and responsibilities, we recommend reallocating one position of Events and Outreach Coordinator from Pay Range 2FX (\$51,649 - \$71,754) to Pay Range 2JX (\$66,154 – \$92,612) with a recruitment rate of \$75,722.

Action Required - Effective Pay Period 17, 2024 (August 4, 2024)

* See addendum included in CCFN for Salary and Position Ordinance changes.

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