



**Milwaukee Police Department**

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

February 9, 2022

**Jeffrey B. Norman**  
Chief of Police

(414) 933-4444

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

RE: Study and Classification Request – Community Relations and Engagement Director

On February 2, 2022, the Finance and Personnel Committee approved one (1) position of Community Relations and Engagement Director be added to the Salary Ordinance.

The Community Relations and Engagement Director is responsible for increasing the number of police patrons engaged with police, bridging the gap between the available police resources and the potential audiences who can benefit from those resources, as identified in the police strategic plan. The Community Relations and Engagement Director works strategically and collaboratively to increase community awareness of police services and to build the perception of police relevance in their lives. The job description is attached for reference.

I respectfully request that this matter be referred to the Department of Employee Relations (DER) for classification. In addition, I request that this position be classified as exempt from competitive examination pursuant to Fire and Police Commission Rule V, Section 5. Department representatives are prepared to assist DER staff with this process.

Sincerely,

JEFFREY B. NORMAN  
CHIEF OF POLICE

JBN:pkg  
Attachment

# JOB DESCRIPTION

## FOR DER USE ONLY

### Vacancy No.

City Service  
Commission:  
Fire & Police  
Commission:

Finance  
Committee:  
Common  
Council:

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

<b>1. Date Prepared/ Revised:</b> 12/28/21		<b>2. Present Incumbent:</b> New Position		<b>Is incumbent underfilling position?</b>	
<b>3. Date Filled:</b>		<b>4. Previous Incumbent:</b>		YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> If YES, indicate Underfill Title in box 10.	
<b>5. Department:</b> Milwaukee Police Depart.			<b>Bureau:</b>		<b>Unit:</b>
			<b>Division:</b> Office of the Chief		<b>Section:</b> Public Information Office
<b>6. Work Location:</b> 749 W. State Street			<b>Telephone:</b>		<b>Work Schedule:</b> Flexible
			<b>Email:</b>		Hours: / Days:
<b>7. Represented by a Union?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<b>8. Bargaining Unit:</b> Non-Mgmt/Non-Rep <b>If in District Council 48, which local?</b>			<b>9. FLSA Status (check one):</b> <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
<b>10. Official Title:</b> Community Relations and Engagement Director				<b>Pay Range</b>	<b>Job Code</b>
				1GX	
<b>Underfill Title (if applicable):</b>					
<b>Requested Title (if applicable):</b>					
<b>Recommended Title (DER Use Only):</b>				<b>Approved by:</b>	
				<b>Date:</b>	

## 11. BASIC FUNCTION OF POSITION:

The Community Relations and Engagement Director is responsible for increasing the number of police patrons engaged with police, bridging the gap between the available police resources and the potential audiences who can benefit from those resources, as identified in the police strategic plan. The Community Relations and Engagement Director works strategically and collaboratively to increase community awareness of police services and to build the perception of police relevance in their lives.

## 12. DESCRIPTION OF JOB (Check if description applies to **Official Title** ☒ or **Underfill Title** ☐):

### A. ESSENTIAL FUNCTIONS/Duties and Responsibilities: (Refer to the "Guidelines for Preparing Job Descriptions" for instructions on determining Essential Functions.)

% of Time	ESSENTIAL FUNCTION
100%	<ul style="list-style-type: none"> <li>Regular and consistent attendance.</li> </ul>
	<b>Community Engagement:</b> <ul style="list-style-type: none"> <li>Engages the community by directing the development and execution of an annual marketing plan that aligns with the police strategic plan and annual priorities.</li> </ul>
	<ul style="list-style-type: none"> <li>Leads and manages the police awareness campaign, in collaboration with the 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.</li> </ul>
	<ul style="list-style-type: none"> <li>Plans and executes all marketing and communication related to special events such as media previews, community meetings, and town hall meetings.</li> </ul>
	<ul style="list-style-type: none"> <li>Directs the design of the police website and the police social media strategy.</li> </ul>
	<ul style="list-style-type: none"> <li>Gathers and analyses community feedback through surveys, focus groups, and other data-gathering techniques. Uses feedback to develop appropriate and effective communication plans.</li> </ul>
	<b>Branding and Communication:</b> <ul style="list-style-type: none"> <li>Oversees and manages the Police brand, ensuring that all communication, messaging, and design have a consistent look. Develops realistic plans and methods for protecting the police brand and train others to follow suit.</li> </ul>
	<ul style="list-style-type: none"> <li>Responsible for all official communication including press releases, articles, signage, Blogs, and similar media.</li> </ul>
	<ul style="list-style-type: none"> <li>Plans and produces an annual report of police activities for distribution to stakeholders in collaboration with the Police Department.</li> </ul>

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% of Time	ESSENTIAL FUNCTION
	<ul style="list-style-type: none"> <li>Directs and oversees the design of all printed collateral, including flyers, reports, stationary, posters, and calendars. Maintains adequate quantities of renewable materials.</li> </ul>
	<ul style="list-style-type: none"> <li>Manages photography services through the use of in-house and contract photographers. Directs photography to ensure sufficient resources to document activities and to create police of work for the production of publications; manages collection of images.</li> </ul>
	<ul style="list-style-type: none"> <li>Directs all editorial work including content, writing, and editing. Writes for the Chief of Police and others as directed, including speeches, and PowerPoint presentations.</li> </ul>
	<b>Community Relations:</b>
	<ul style="list-style-type: none"> <li>Represent the Police in the community, maintains relationships.</li> </ul>
	<ul style="list-style-type: none"> <li>Directs Public Information Office, using methods and practices to build trust and exposure to target markets. Selects library staff for medial interviews and trains them in effective techniques and presentation skills for public and media appearances.</li> </ul>
	<ul style="list-style-type: none"> <li>Manages requests for commercial filming and photography in police buildings.</li> </ul>
	<b>Planning and Administration:</b>
	<ul style="list-style-type: none"> <li>Help set strategic priorities and develop appropriate capital and operating budgets related to marketing and communications</li> </ul>
	<ul style="list-style-type: none"> <li>Allocates and manages available financial and human resources and identifies needs to support grant funded projects.</li> </ul>
	<ul style="list-style-type: none"> <li>Develop short- and long-term plans to meet objectives.</li> </ul>
	<ul style="list-style-type: none"> <li>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.</li> </ul>
	<ul style="list-style-type: none"> <li>Oversees the performance and development of direct reports, providing team members with meaningful work and opportunities for growth, innovation, and leadership development. Provides internships to high school and college students.</li> </ul>
	<ul style="list-style-type: none"> <li>Analyses 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.</li> </ul>

**B. PERIPHERAL DUTIES:**

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

**C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:**

Police Sergeant

**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 Police Sergeant. However, position is expected to exercise independent judgment in the performance of responsibilities.

**E. SUPERVISION EXERCISED:**

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

**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:

Select all that apply, including 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
<b>Number Supervised</b>	<b>Job Title</b>	<b>Extent of Supervision Exercised</b> (Select those that apply from list above, a - h)

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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 from an accredited college or university with a major in Marketing or other closely related field. Five to seven years of experience in marketing with three of those years in a supervisory or management position; or a combination of education, experience, and skills commensurate with the needs and requirements of the position.

ii. Knowledge, Skills and Abilities:

- Professional marketing techniques and practices
- Visual design principles
- Public Relations best practice
- Scheduling and prioritizing to meet short and long-term goals and deadlines
- General budgeting practices
- General principals and ethics of police operations and services
- Leadership
- Project Management
- Expert in communications, both verbal and written, including crisis communication
- Strategic thinker
- Highly organized
- Event management
- Intelligent
- Approachable
- Diplomacy and tact; remains calm during emergencies and stressful situations.
- Manage multiple and competing priorities effectively
- Comfortable working tight timelines with dynamic priorities
- Presentations in front of small groups
- A good team member and leader
- Work effectively with partner and groups and organizations
- Sense of humor, positive outlook
- Self-directed

iii. Certifications, Licenses, Registrations:

Valid Wisconsin Driver's License.

iv. Other Requirements:

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

The Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008 requires job descriptions to provide detailed information regarding the physical demands required to perform the essential functions of a job; the conditions under which the job is performed; and the tools

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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"/>	<b>Climbing:</b> 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"/>	<b>Balancing:</b> 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"/>	<b>Stooping:</b> 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"/>	<b>Kneeling:</b> Bending legs at knee to come to a rest on knee or knees.
<input type="checkbox"/>	<b>Crouching:</b> Bending the body downward and forward by bending leg and spine.
<input type="checkbox"/>	<b>Crawling:</b> Moving about on hands and knees or hands and feet.
<input checked="" type="checkbox"/>	<b>Reaching:</b> Extending Hand(s) and arm(s) in any direction.
<input checked="" type="checkbox"/>	<b>Standing:</b> Particularly for sustained periods of time.
<input checked="" type="checkbox"/>	<b>Walking:</b> Moving about on foot to accomplish tasks, particularly for long distances.
<input type="checkbox"/>	<b>Pushing:</b> 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"/>	<b>Pulling:</b> Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.
<input checked="" type="checkbox"/>	<b>Lifting:</b> 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"/>	<b>Fingering:</b> Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm, as in handling.
<input type="checkbox"/>	<b>Grasping:</b> Applying pressure to an object with fingers and palm.
<input type="checkbox"/>	<b>Feeling:</b> 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"/>	<b>Talking:</b> 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"/>	<b>Hearing:</b> 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"/>	<b>Repetitive Motions:</b> Substantial movements (motions) of the wrist, hands, and/or fingers.
<input checked="" type="checkbox"/>	<b>Driving:</b> Minimum standards required by State Law (including license).

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

**CHECK ONE:**

<input checked="" type="checkbox"/>	<b>Sedentary Work:</b> 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"/>	<b>Light Work:</b> 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"/>	<b>Medium Work:</b> 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"/>	<b>Heavy Work:</b> 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"/>	<b>Very Heavy Work:</b> 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.)

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**CHECK ONE:**

<input checked="" type="checkbox"/>	<b>Operators (Electronic Equipment), Inspection, Close Assembly, Clerical, Administrative:</b> 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"/>	<b>Machine Operators, Mechanics, Skilled Tradespeople:</b> 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"/>	<b>Mobile Equipment Operators:</b> This is a minimum standard for use with those who operate cars, trucks, forklifts, cranes, and high lift equipment.
<input type="checkbox"/>	<b>Other:</b> This is a minimum standard based on the criteria of accuracy and neatness of work for janitors, sweepers, etc.

**J. THE CONDITIONS THE WORKER WILL BE SUBJECT TO IN THIS POSITION:**

List the environmental/working conditions to which the employee may be exposed while performing the essential functions of the job. Include scheduling considerations such as on-call for emergencies, rotating shift, etc. **Approximate Percentage of time performing field work:** 0%

**CHECK ALL THAT APPLY:**

<input checked="" type="checkbox"/>	<b>None:</b> The worker is not substantially exposed to adverse environmental conditions (such as typical office or administrative work).
<input type="checkbox"/>	<b>The worker is subject to inside environmental conditions:</b> Protection from weather conditions but not necessarily from temperature changes (i.e. warehouses, covered loading docks, garages, etc.)
<input type="checkbox"/>	<b>The worker is subject to outside environmental conditions:</b> No effective protection from weather.
<input type="checkbox"/>	<b>The worker is subject to extreme cold:</b> Temperatures below 32 degrees for period of more than one hour.
<input type="checkbox"/>	<b>The worker is subject to extreme heat:</b> Temperatures above 100 degrees for periods of more than one hour.
<input type="checkbox"/>	<b>The worker is subject to noise:</b> There is sufficient noise to cause the worker to shout in order to be heard above the surrounding noise level.
<input type="checkbox"/>	<b>The worker is subject to vibration:</b> Exposure to oscillating movements of the extremities or whole body.
<input type="checkbox"/>	<b>The worker is subject to hazards:</b> 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"/>	<b>The worker is subject to atmospheric conditions:</b> 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"/>	<b>The worker is subject to oil:</b> There is air and/or skin exposure to oils and other cutting fluids.
<input type="checkbox"/>	<b>The worker is required to wear a respirator.</b>

**K. MACHINE, TOOLS, EQUIPMENT, ELECTRONIC DEVICES, SOFTWARE, ETC. USED BY POSITION:**

List equipment needed to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.)

**CHECK ALL THAT APPLY:**

<input type="checkbox"/>	Camera and photographic equipment	<input checked="" type="checkbox"/>	Office Equipment (desk, chair, telephone, etc.)
<input type="checkbox"/>	Cleaning supplies	<input checked="" type="checkbox"/>	Office supplies (pens, staplers, pencils, etc.)
<input type="checkbox"/>	Commercial vehicle	<input type="checkbox"/>	Packing materials (boxes, shrink wrap, etc.)
<input type="checkbox"/>	Data processing equipment	<input checked="" type="checkbox"/>	PC equipment (monitor, keyboard, printer, etc.)
<input type="checkbox"/>	Handcart	<input checked="" type="checkbox"/>	PC software
<input type="checkbox"/>	Hand tools (please list):		
<input checked="" type="checkbox"/>	Office Machines (check all that apply):	<input checked="" type="checkbox"/>	Copier
		<input checked="" type="checkbox"/>	Facsimile
		<input checked="" 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 characteristic that contribute to an individual's ability to perform well in the job, and any other special considerations.)**M. I believe that the statements made above in describing this job are complete and accurate.**

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.

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*Signature of Department Head or Designated Representative*

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