



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

Lafayette L. Crump
Commissioner

Vanessa L. Koster
Deputy Commissioner

August 29, 2023

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 re-exemption from the provisions of Civil Service for the Marketing and Communications Officer position. We are asking that this request be heard by the City Service Commission at its meeting on September 12, 2023. This public relations position in the department has traditionally been exempted from the provisions of Civil Service because of its access to sensitive and confidential information, and the nature and complexity of its interaction with public officials, media, business and community organizations, and foundations.

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. This position plans and implements media relations and public relations activities for the department, writing speeches, op-ed pieces and statements. This position also is responsible for open records requests and reviewing sensitive information and confidential documents. This position serves as liaison with other City departments, other units of government, business owners, and business associations concerning communications issues regarding economic development activity.

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,

Vanessa L. Koster
Deputy Commissioner

Attachment

cc: Vanessa Armstrong, DCD



JOB DESCRIPTION

FOR DER USE ONLY

Vacancy No.

City Service Commission:	Finance Committee:
Fire & Police Commission:	Common Council:

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

1. Date Prepared/ Revised: Rev. 8/29/23		2. Present Incumbent: Vacant		Is incumbent underfilling position?	
3. Date Filled:		4. Previous Incumbent: Jonathan Fera		YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> If YES, indicate Underfill Title in box 10.	
5. Department: City Development			Bureau:		Unit:
			Division: Commissioner's Office		Section:
6. Work Location: 809 N. Broadway			Telephone:		Work Schedule:
			Email:		Hours: 8:00 am to 4:45 pm/Days: M-F
7. Represented by a Union? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		8. Bargaining Unit: Management If in District Council 48, which local?			9. FLSA Status (check one): <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
10.	Official Title: Marketing and Communications Officer			Pay Range	Job Code
				2JX	0010RM
	Underfill Title (if applicable):				
	Requested Title (if applicable):				
Recommended Title (DER Use Only):			Approved by:		
			Date:		

11. BASIC FUNCTION OF POSITION:

Plan and implement media relations and public relations activities for the Department of City Development, the Redevelopment Authority of the City of Milwaukee, the Milwaukee Economic Development Corp., and the Port of Milwaukee. Provide strategic direction regarding public and media relations for DCD, RACM, MEDC and the PORT.

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
50	Initiate and respond to external contacts, including contacts from news media, and serve as primary spokesperson and media resource for the Department of City Development (DCD), the Redevelopment Authority of the City of Milwaukee (RACM), Milwaukee Economic Development Corp. (MEDC) and the Port of Milwaukee (PORT). Coordinate and develop information required to respond to external requests for information. Provide strategic advice regarding media inquiries. Monitor, analyze, and track media coverage.
5	Write, develop and produce quarterly Port newsletter. Work with Port Director to execute advertising and marketing strategies and brand recognition.
10	Write annual communications plans for DCD, RACM, and PORT. Develop communications tools, including annual report, content for print and web, social media channels, press releases and reports. Act as the Port's primary social media specialist and platform manager.
10	Write speeches (with associated visual support such as PowerPoint presentation), op-ed pieces, and statements for DCD, RACM and PORT. Provide support for press conferences.
5	On behalf of DCD, RACM and PORT, coordinate response to sensitive requests for information generated by media representative through the Wisconsin Open Records law.
5	Represent DCD and RACM in regular meetings with other City government communications managers.
10	Serve as liaison with Mayor's Office, other City departments, other units of government, business owners, and business associations concerning communications issues regarding economic development activity.
	Incumbent's time is generally divided as follows: 75% DCD, RACM and MEDC; 25% PORT.

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.

B. PERIPHERAL DUTIES:

% of Time	PERIPHERAL DUTY
5	Other duties as assigned.

C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

Deputy Commissioner, DCD and Port Director.

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

Incumbent is expected to exercise independent judgment within the framework of policy guidance provided by the Commissioner and Deputy Commissioner and Port Director.

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 in journalism, mass communication, public administration or political science. At least five years’ experience in journalism, public relations, or corporate communications.
- ii. Knowledge, Skills and Abilities:
Superior oral and written communication skills. Knowledge of AP writing style.
Working knowledge of City government operations preferred.
Ability to provide strategic advice on communications issues.
Ability to read and interpret job-related documents, such as manuals, industry publications, and legal documents.
Knowledge of social media and ability to utilize it to disseminate information and engage with online audience.
- iii. Certifications, Licenses, Registrations:
Valid driver’s license at time of appointment and throughout employment.
Ability to obtain Transportation Worker Identification Credential (TWIC) within six months of employment
- iv. Other Requirements:
Position occasionally requires work outside of normal business hours, including weekends.

13. PHYSICAL AND ENVIRONMENTAL DEMANDS: TOOLS AND EQUIPMENT USED

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.

The Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008 requires job descriptions to provide detailed information regarding the physical demands required to perform the essential functions of a job; the conditions under which the job is performed; and the tools and equipment the employee will be required to use on the job. Reasonable accommodations may be made to enable qualified individuals to perform the essential duties and responsibilities of the job for each of the categories listed below.

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 checked="" type="checkbox"/>	Standing: Particularly for sustained periods of time.
<input checked="" type="checkbox"/>	Walking: Moving about on foot to accomplish tasks, particularly for long distances.
<input type="checkbox"/>	Pushing: Using upper extremities to exert force in order to draw, press against something with steady force in order to thrust forward, downward or outward.
<input type="checkbox"/>	Pulling: Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.
<input type="checkbox"/>	Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Check only if it occurs to a considerable degree and requires substantial use of the upper extremities and back muscles.
<input type="checkbox"/>	Fingering: Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm, as in handling.
<input type="checkbox"/>	Grasping: Applying pressure to an object with fingers and palm.
<input type="checkbox"/>	Feeling: Perceiving attributes of objects such as size, shape, temperature or texture by touching with the skin, particularly that of the fingertips.
<input checked="" type="checkbox"/>	Talking: Expressing or exchanging ideas by means of the spoken word. Those activities which demand detailed or important instructions spoken to other workers accurately, loudly or quickly.
<input checked="" type="checkbox"/>	Hearing: Perceiving the nature of sounds with no less than a 40 db loss. Ability to receive oral communication and make fine discriminations in sound.
<input 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).

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.

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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:** _____%

CHECK ALL THAT APPLY:

<input checked="" type="checkbox"/>	None: The worker is not substantially exposed to adverse environmental conditions (such as typical office or administrative work).
<input type="checkbox"/>	The worker is subject to inside environmental conditions: Protection from weather conditions but not necessarily from temperature changes (i.e. warehouses, covered loading docks, garages, etc.)
<input type="checkbox"/>	The worker is subject to outside environmental conditions: No effective protection from weather.
<input type="checkbox"/>	The worker is subject to extreme cold: Temperatures below 32 degrees for period of more than one hour.
<input type="checkbox"/>	The worker is subject to extreme heat: Temperatures above 100 degrees for periods of more than one hour.
<input type="checkbox"/>	The worker is subject to noise: There is sufficient noise to cause the worker to shout in order to be heard above the surrounding noise level.
<input type="checkbox"/>	The worker is subject to vibration: Exposure to oscillating movements of the extremities or whole body.
<input type="checkbox"/>	The worker is subject to hazards: Includes a variety of physical conditions, such as proximity to moving mechanical parts, electrical current, working on scaffolding and high places or exposure to chemicals.
<input type="checkbox"/>	The worker is subject to atmospheric conditions: One or more of the following conditions that affect the respiratory system or the skin: Fumes, odors, dust, mists, gases or poor ventilation.
<input type="checkbox"/>	The worker is subject to oil: There is air and/or skin exposure to oils and other cutting fluids.
<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.)

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

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Incumbent will work with senior level staff a DCD, RACM and Port to identify strategic issues and implement policy. Incumbent must be on-call to respond to emergencies that generate media interest 24 hours/day. Valid State of Wisconsin Driver's license at time of appointment and throughout employment is required. Personal auto for use of official city business is required.

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



8.29.2023

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

Renee Joos
Employee Benefits Director

Nicole M. Fleck
Labor Negotiator

TO: Board of City Service Commissioners

FROM: Kristin Hennessy Urban
Human Resources Manager

DATE: September 8, 2023

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

<u>Position Title</u>	<u># of Positions</u>	<u>Pay Range</u>
Marketing and Communications Officer	1	2JX (\$71,341-\$90,796)

Please find attached a request from DCD Deputy Director Vanessa Koster to **re-exempt** the position of Marketing and Communications Officer. A copy of the current job description is attached.

Reporting directly to the DCD Commissioner, the incumbent will initiate and respond to external contacts and serve as the primary spokesperson and media resource for the Department of City Development (DCD), the Redevelopment Authority of the City of Milwaukee (RACM), Milwaukee Economic Development Corp. (MEDC) and the Port of Milwaukee (PORT). It is imperative that the individual who holds a public information position reflects and reinforces the public policy philosophy of the departmental director and understands and follows the director's public relations directives. Similar positions in the Milwaukee Public Library, the Milwaukee Health Department, the Department of Employee Relations and the Department of Public Works are exempt, reflective of the public facing nature of the job functions.

For the reasons cited above, I recommend that the request to exempt the Marketing and Communications Officer position be granted.

Please contact me at 414.286.8643 should you have any questions.