



Office of Community Wellness and Safety

Mayor Cavalier Johnson
Mayor

Preston D. Cole
Director of Administration

Ashanti Hamilton
OCWS Director

February 7, 2024

Kristin Urban, Interim Secretary
City Service Commission
Department of Employee Relations
City Hall, Room 706

Dear Ms. Urban:

The Department of Administration (DOA) is hereby requesting the exemption of the following vacant position within the Department of Administration.

Marketing and Communications Coordinator

The Marketing and Communications Coordinator position is supported with funding provided by the State of Wisconsin. This is a 5-year grant project titled the Violence Prevention Response to COVID-Response Challenges, which will allow the DOA to expand its work via the Office of Community Wellness & Safety (OCWS) from a public health approach addressing the significant increases in crime and decreases in markers of community well-being.

The Marketing and Communications Coordinator will work closely with the Office of Community Wellness & Safety to create public health campaigns related to violence reduction and prevention. The position will also coordinate a social media campaign and work closely with the Graphic Designer to create and disseminate culturally and linguistically appropriate materials and resources.

The exemption of this position will permit our department to select a candidate who will assist us in carrying out our public health mission while remaining sensitive to the needs and priorities of the State of Wisconsin grant requirements. This will also remain consistent with the other Marketing and Communications Coordinator position within the department.

Enclosed please find a job description for this position. Should you have any questions, please contact Karin Tyler at 414-708-3141 at your earliest convenience.

Sincerely,

DocuSigned by:

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Steven Mahan
Deputy Director of the Department of Administration

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: 3/8/2024	2. Present Incumbent: Vacant	Is incumbent underfilling position? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> <i>If YES, indicate Underfill Title in box 10.</i>	
3. Date Filled:	4. Previous Incumbent Mary Ellen Jones		
5. Department: Administration		Bureau: Division: Office of Community Wellness and Safety	Unit: Section:
6. Work Location: 841 N. Broadway Ave		Telephone: Email:	Work Schedule: Hours: 40 / Days: 5
7. Represented by a Union? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	8. Bargaining Unit: Non-Mgmt/Non-Rep If in District Council 48, which local?		9. FLSA Status (check one): <input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-Exempt
10.	Official Title: Marketing and Communications Coordinator	Pay Range 2FX	Job Code
	Underfill Title (if applicable):		EEO Code
	Requested Title (if applicable): Marketing and Communications Coordinator		
Recommended Title (DER Use Only):		Approved by: Date:	

11. BASIC FUNCTION OF POSITION:

The Marketing and Communications Coordinator is responsible for executing, monitoring, and measuring the Office of Violence Prevention's social media and digital marketing strategy with the goal of elevating our digital presence across social and digital channels. Experience in marketing and/or communications and exhibiting a passion for social media - both on established and newer media, such as TikTok, Facebook and Instagram Reels is essential for this role and for the advancement of the work. The MCC must demonstrate a desire for connecting to consumers combined with creative business savvy skills while engaging in an authentic way through relevant social media content.

12. DESCRIPTION OF JOB (Check if description applies to **Official Title** ☒ or **Underfill Title** ☐): The City of Milwaukee's Office of Violence Prevention

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

% of Time	ESSENTIAL FUNCTION
75	<ul style="list-style-type: none">Works directly with the Marketing and Communications Officer and the Violence Prevention and Reduction Program Director to assist with the development of social content strategies for Facebook, Twitter, Instagram, Instagram Stories, LinkedIn, TikTok and YouTube and other emerging social media platforms.
	<ul style="list-style-type: none">Plans and executes social media campaigns, including working with social media influencers when needed, on social channels.
	<ul style="list-style-type: none">Engages with communities across all social channels in a timely manner.
	<ul style="list-style-type: none">Addresses community inquiries and escalates concerns appropriately.
	Acts as producer on video shoots for social specific content and provides feedback on all assets.
	<ul style="list-style-type: none">Excellent understanding of digital marketing across key channels, including digital apps, email, .com, social and paid media.
	Creates content that promotes audience interaction, increases audience engagement on all sites, and encourages audience participation.

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
15	<ul style="list-style-type: none"> Stay apprised of trends and development in the field by reading and conducting research.
	<ul style="list-style-type: none"> Participate in training and professional development related to public relations, media, marketing, and communications.
10	<ul style="list-style-type: none"> Other projects supporting the marketing and communications of the health department.

C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

Ashanti Hamilton, Office of Community Wellness and Safety Director

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

Work assignments and methods are outlined, reviewed, revised, if necessary, by the Senior Operations Manager

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:

of experience 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 from an accredited college or university with major course work in media relations, communications, marketing, journalism, public administration, or a closely related field. 3 years of progressively responsible experience in journalism, marketing, media or public relations, or communications performing duties related to this position. Experience in strategic communications and social media management are required.

ii. Knowledge, Skills and Abilities:

Technical: Knowledge of the principles and practices of public relations, communications, and media affairs. Ability to provide strategic advice on communications issues. Ability to oversee digital media strategy, social media marketing, and website management. Skill in using computer applications such as word processing, spreadsheet, and presentation. Ability to read and interpret job-related documents, such as manuals and industry publications. Superior written and visual communication skills to be able to prepare compelling, audience-appropriate digital content, marketing materials,

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reports and correspondence. Expert-level skill in proofreading to ensure that documents and digital content are error-free.

Interpersonal and Cultural Competence: Verbal communication skills to communicate effectively with the media, business associations, academia, community groups, other governmental agencies and residents. Presentation skills to confidently represent the office before various audiences, large and small. Interpersonal skills to be able to build relationships with managers, colleagues, staff, elected officials, news reporters, and the public. Ability to exhibit an exemplary level of cultural competence and work cooperatively and fairly with people whose backgrounds may differ from one's own.

Critical Thinking and Professionalism: Ability to plan, organize, and accomplish projects, manage multiple assignments simultaneously, meet deadlines, and manage shifting priorities. Skill in short and long term strategic planning. Ability to approach projects with energy, creativity, and resourcefulness. Skill in analyzing and solving problems, as well as the ability to exercise sound judgement. Ability to perform well under pressure. Honesty, integrity, and the ability to maintain confidentiality.

iii. Certifications, Licenses, Registrations:

Valid driver's license at the time of hire and maintained throughout employment.

iv. Other Requirements:

Properly insured vehicle for use on the job is required. Ability to use spreadsheet, database, project management and word processing software.

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 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 checked="" 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 checked="" 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.

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<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.

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: 50%**

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.

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<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 checked="" type="checkbox"/> Office supplies (pens, staplers, pencils, etc.)
<input type="checkbox"/> Commercial vehicle	<input type="checkbox"/> Packing materials (boxes, shrink wrap, etc.)
<input checked="" 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): Copier <input 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.)

Staff is dedicated to meeting expectations of internal and external customers (partners/community members). Treats colleagues and partners with respect. Upholds organizational values. Inspires the trust of others. Is a good team participant. Understands concept of working collaboratively with common vision. Interested in skill development; seeks opportunity to improve skills and knowledge for the job. Promotes public health concepts in the community.

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

Signature of Department Head or Designated Representative

DocuSigned by:

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Department of Employee Relations

Cavalier Johnson
Mayor

Harper Donahue, IV
Director

Molly King
Employee Benefits Director

Nicole M. Fleck
Labor Negotiator

TO: Board of City Civil Service Commissioners

FROM: Kristin Hennessy Urban
Human Resources Manager

DATE: March 8, 2024

RE: Request from the Department of Administration (DOA) to **re-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	2FX (\$51,649-\$71,754)

Please find attached a request from the DOA Deputy Director Steven Mahan to **re-exempt** the position of Marketing and Communications Coordinator in the Office of Community Safety and Wellness. Please note that the Office of Community Safety and Wellness was formerly the Office of Violence Prevention in the Milwaukee Health Department.

A copy of the current job description is attached.

The Marketing and Communications Coordinator is funded through a State of Wisconsin grant of five-year duration to create public health campaigns related to violence reduction and prevention. The incumbent will work closely with community members as a representative of the City. Marketing and communications positions in other departments, including the Departments of Public Works, Employee Relations, Community Development and the Milwaukee Public Library are exempt due to the public facing aspect of the role.

Because of the nature of this position and the need to fill the position expediently due to the limited duration of the grant funding, I recommend approval of the request to exempt the Marketing and Communications Coordinator position in the Office of Community Safety and Wellness from Civil Service.

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