



January 14, 2025

Harper Donahue, IV
City Service Commission
Department of Employee Relations
City Hall, Room 706

Dear Director Donahue,

The Milwaukee Health Department (MHD) is hereby requesting the exemption of the following vacant position within the Milwaukee Health Department.


Marketing and Communications Coordinator

The Marketing and Communications Coordinator position will work closely with the Marketing and Communications Officer to create public health campaigns related to strategic initiatives related to public health. 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.

Enclosed please find a job description for this position. Should you have any questions, please contact Lindsey O'Connor at 414-286-6406 at your earliest convenience.

Sincerely,

Signed by:

0481CE62C52F45F...
Michael F. Totoraitis, PhD
Commissioner of Health

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: 05/14/2021		2. Present Incumbent:		Is incumbent underfilling position?	
3. Date Filled:		4. Previous Incumbent: Elizabeth Vornholt		YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> If YES, indicate Underfill Title in box 10.	
5. Department: Health Department			Bureau: Policy, Innovation, and Engagement Division: Marketing and Communications		Unit: Section:
6. Work Location: Zeidler Municipal Building, 3 rd Floor			Telephone: Email:		Work Schedule: Hours: 40 Days: Monday-Friday
7. Represented by a Union? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		8. Bargaining Unit: If in District Council 48, which local?			9. FLSA Status (check one): <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
10.	Official Title: Marketing and Communications Coordinator			Pay Range	Job Code
				2JX	
	Underfill Title (if applicable):				
Requested Title (if applicable):					
Recommended Title (DER Use Only):				Approved by: Date:	

11. BASIC FUNCTION OF POSITION:

The Marketing & Communications Coordinator position is supported with grant funding provided by the Centers for Disease Control and Prevention (CDC), which aims to expand access to COVID-19 preventative services through culturally competent communications, community-based testing and contact tracing, expand data infrastructure to capture social determinants of health and health disparities, build a more diverse and inclusive public health workforce, and facilitate cross-sectoral partnerships to address the fundamental causes of health inequities. As this is a grant-funded position, the role and job functions are subject to grant funding availability and grant guidelines.

The Marketing & Communications Coordinator is responsible for collaborating with the graphic designers to create culturally and linguistically appropriate media content that will help at-risk or underserved communities of color stay informed about the virus and promote equitable testing and vaccination efforts. The Marketing & Communications Coordinator is responsible for coordinating the production and release of grant related content. Content will be disseminated through public service announcements, print media, interviews, podcasts, and social media.

**As this position is grant-funded, it is limited in time to the duration of the grant (6/1/2021 – 5/31/2023).*

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
60%	Communication Production Coordination <ul style="list-style-type: none"> Develop, draft, and produce communications materials including press releases, media advisories, correspondence and reports related to grant activities, strategies, and milestones.

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.

% of Time	ESSENTIAL FUNCTION
	<ul style="list-style-type: none"> • Coordinate the dissemination of information related to addressing COVID-19 health disparities among populations at high-risk and underserved, and for future emergency responses to the media, the general public, community organizations, other public health organizations, and community partners. • Collaborate with the Marketing and Communications Officer to assist with writing speeches, developing presentations and campaigns for grant related activities, strategies, and milestones to address COVID-19 health disparities among populations at high-risk and underserved for the Commissioner, Division Directors and others as assigned. • Identify and recommend opportunities to inform the general public, interest groups, Administration, Common Council, state and federal agencies and community partners of grant activities and accomplishments. • Maintain files and records for press releases, media advisories, correspondence and reports related to grant activities, strategies, and milestones. • Collaborate with stakeholders to develop useful and practical communications/messaging to address COVID-19 health disparities among populations at high-risk and underserved; and for future emergency responses
30%	<p>Marketing Coordination</p> <ul style="list-style-type: none"> • Work with MHD's Marketing and Communications Officer to develop, edit and submit grant related content to the MHD website. • Manage and work with senior-level management, community partners, and advertising/promotional agencies to effectively execute marketing strategies related to addressing COVID-19 health disparities among populations at high-risk and underserved; and for future emergency responses. • Develop time and action plans and direct associated marketing campaigns throughout the department to promote awareness of grant activities and milestones. • Support the development of a post-COVID Strategic Plan and After-Action Report to inform future emergency responses.
10%	<p>Media and Community Relations</p> <ul style="list-style-type: none"> • Serve as the liaison to MHD staff and other Department Heads for announcements related to grant activities. • Assist the Marketing and Communications Officer in representing the Milwaukee Health Department in public forums, at media events, committees and workgroups related to grant activities.

B. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

Marketing and Communications Officer

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

Individual is expected to work independently with limited supervision. Work assignments and methods are outlined, reviewed, and approved by the Marketing and Communications Officer.

D. 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:

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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	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.)

Education and Experience:

Bachelor's Degree in Journalism, Public Relations, or other communications-related field from an accredited college, or equivalent. 2-6 years of progressively responsible journalism, communication, public or media relations experience. *Equivalent combination of education and experience may be considered.*

Knowledge, Skills and Abilities:

Language Skills: Ability to read, analyze and interpret common scientific and technical journals. Ability to effectively present information to top management, public groups, boards of directors, media and legislative bodies. Ability to respond to common inquiries or complaints from customers. Ability to edit speeches and articles for publication that conform to prescribed style and format. Bilingual in Spanish, Hmong or Russian is preferred. Bilingual in Spanish or Hmong preferred.

Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only a limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Mathematical Skills: Ability to calculate figures and amounts such as proportions, percentages, areas, and circumference. Ability to apply concepts of basic algebra and geometry.

Computer Skills: To perform this job successfully, an individual should have knowledge of contact management systems, database, project management, and word processing software.

Analysis and Assessment: Describes factors affecting the health of a community. Uses qualitative and quantitative data from multiple sources to assess community health.

Communication Skills: Solicits input from individuals and organizations to improve the health of a community. Communicates in writing and orally with linguistic and cultural proficiency. Describes the roles of governmental public health, health care, and other partners in improving the health of a community. Presents ideas effectively in formal and informal situations; Conveys thoughts clearly, concisely, and accurately, both inside and outside the organization.

Cultural Competency: Supports diverse perspectives in developing, implementing, and evaluating policies, programs, and services that affect the health of a community.

Certifications, Licenses, Registrations:

Valid driver's license at time of hire and must be maintained throughout employment. Registration as a Certified Public Health Professional is desirable.

Other Requirements:

Ability to build and maintain good working relationships with a multi-cultural, multi-disciplinary staff, other agencies and the public. Ability to provide services in a culturally responsive manner. Ability to maintain confidentiality.

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 checked="" type="checkbox"/>	Kneeling: Bending legs at knee to come to a rest on knee or knees.
<input checked="" 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 checked="" 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 checked="" 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 checked="" 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 checked="" type="checkbox"/>	Fingering: Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm, as in handling.
<input checked="" type="checkbox"/>	Grasping: Applying pressure to an object with fingers and palm.
<input checked="" type="checkbox"/>	Feeling: Perceiving attributes of objects such as size, shape, temperature or texture by touching with the skin, particularly that of the fingertips.
<input checked="" type="checkbox"/>	Talking: Expressing or exchanging ideas by means of the spoken word. Those activities which demand detailed or important instructions spoken to other workers accurately, loudly or quickly.
<input checked="" type="checkbox"/>	Hearing: Perceiving the nature of sounds with no less than a 40 db loss. Ability to receive oral communication and make fine discriminations in sound.
<input checked="" type="checkbox"/>	Repetitive Motions: Substantial movements (motions) of the wrist, hands, and/or fingers.
<input checked="" type="checkbox"/>	Driving: Minimum standards required by State Law (including license).

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: 5%**

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 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):		Cellular Telephone						

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.)

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COMPETENCIES: To perform the job successfully, an individual should demonstrate the following competencies.

Action Oriented/Skilled – Enjoys working hard; is action oriented and full of energy for the things they see as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

Dealing with Ambiguity – Can effectively cope with change; can shift gears comfortable; can decide and act without having the total picture; isn't upset when things are up in the air; doesn't have to finish things before moving on; can comfortably handle risk and uncertainty.

Creativity – Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.

Decision Quality – Makes good decisions (without considering how much time it takes) based upon a mixture of analysis, wisdom experience, and judgment; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.

Learning on the Fly – Learns quickly when facing new problems; a relentless and versatile learner; open to change; analyzes both successes and failures for clues to improvement; experiments and will try anything to find solutions; enjoys the challenge of unfamiliar tasks; quickly grasps the essence and the underlying structure of anything.

Strategic Ability - Sees ahead clearly; Can anticipate future consequences and trends accurately; Has broad knowledge and perspective; Is future oriented; Can articulately paint credible pictures and visions of possibilities and likelihoods; Can create competitive and breakthrough strategies and plans.

Quality – Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to insure quality.


Written Communication – Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.

Problem Solving – Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.

Professional Development – Learns new skills on own initiative; Demonstrates understanding and interest in current trends and best practices in the field of discipline; Applies new skills and knowledge on the job; Evaluates own potentials/weaknesses and plans for improvement; Has proficient skills in necessary computer applications.

Promoting Health and Preventing Disease – Obtains and interprets information regarding risk factors (both direct and contributing) to establish the determinants of community health status and factors that might be targeted for modification; Promotes health broadly defined as quality of life in community; Persuades and influences individuals and groups by increasing knowledge, shaping attitudes, and modifying behaviors towards disease prevention and intervention.

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

DocuSigned by:

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Lindsey O'Connor

Health HR Admin 1/22/2025

Signature of Department Head or Designated Representative

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.



Department of Employee Relations

Cavalier Johnson
Mayor

Harper Donahue, IV
Director

Molly King
Employee Benefits Director

Nicholas DeSiato
Labor Negotiator

TO: The Honorable
The Board of City Civil Service Commissioners

FROM: Kristin Hennessy Urban
Human Resources Manager

DATE: February 10, 2025

RE: Request from the Milwaukee Health Department (MHD) to **re-exempt** the Marketing and Communications Coordinator position

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

Please find attached a request from Commissioner of Health Michael Totoraitis to **re-exempt** the Marketing and Communications Coordinator position and a job description.

This Marketing and Communications Coordinator plays a key role in planning and executing the MHD's public relations and community educational programming. The incumbent will work closely with the Marketing and Communications Officer to create and distribute social media content, print media and podcasts, promoting the importance of vaccines, particularly for underserved populations.

Because this position focuses on public relations , I recommend that the request to re-exempt be approved. Please call me at 414.286.8643 should you have additional questions.