

MARKETING AND COMMUNICATIONS OFFICER

Recruitment #1901-5321-001

List Type	Original
Requesting Department	Milwaukee Police Department
Open Date	2/8/2019 08:00:00 AM
Filing Deadline	3/1/2019 11:59:00 PM
HR Analyst	Marti Cargile

INTRODUCTION

Located on the western shore of Lake Michigan, Milwaukee is an urban hub bursting with energy. Milwaukee provides a casual sophistication – big city appeal without the big city hassles. We are accessible and affordable, and our residents are welcoming. Milwaukee has evolved through the years, bringing together its unsurpassed old world charm with a breathtaking Art Museum, top-flight arts and cultural attractions, professional sports, lakefront festivals, recreational opportunities, and great restaurants.

PURPOSE

Under the direction of the Public Information Officer, the Marketing and Communications Officer promotes the Milwaukee Police Department brand, manages stories and messages, and provides internal and external departmental outreach through a variety of platforms, including websites, social media, live presentations, photographs, and video recordings. The Marketing and Communications Officer provides public relations support, addresses crisis communications, creates content for media consumption, and supports the Office of Public Relations' daily operations.

ESSENTIAL FUNCTIONS

Media/Public Affairs

- Manage media and public affairs communications, including crisis communications and reputation management; maintain positive, cooperative working relationships with media representatives and community organizations.
- Develop positive brand recognition and marketing campaigns; work with senior-level management and advertising agencies to effectively execute marketing strategies.
- Provide support for press conferences and other media events, including setting up podiums, chairs, microphones, banners, and video equipment; produce content for media consumption.

Production

- Write, direct, edit, and produce video content that is accessible to the news media and community, promotes transparency, and improves police-community relations.

Operational Support

- Serve a key role in the Office of Public Relations by providing operational support to the Public Information Officer.
- Attend operations meetings to stay current with departmental activities to ascertain how technology can play a role, and make recommendations to implement those findings.

Professional Development

- Stay apprised of trends and development in the field by reading and conducting research.
- Participate in training related to public relations, media, marketing, and communications.

Reasonable accommodations requested by qualified individuals with disabilities will be made in accordance with the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

CONDITIONS OF EMPLOYMENT

The Marketing and Communications Officer must be willing and able to do the following:

- Be on call 24/7, including nights and holidays, to meet departmental needs.
- Travel to various sites throughout the City of Milwaukee as departmental needs dictate.
- Be exposed to some of the dangers of police work when producing videos.
- Physically set up equipment for press conferences and promotional events as well as carry videography and other equipment, lifting objects weighing up to 20 pounds frequently and exerting up to 50 pounds of force occasionally.

MINIMUM REQUIREMENTS

1. Bachelor's degree in media relations, communications, marketing, advertising, journalism, or a closely related field from an accredited college or university.
2. Five years of progressively responsible marketing or media affairs experience in a professional setting such as a marketing or advertising agency, video production company, or broadcast or print news organization, including experience managing social media content, producing videos, and managing media events.
3. Valid driver's license at time of appointment and throughout employment.

Equivalent combinations of education and experience may also be considered.

IMPORTANT NOTE:

You must submit the following documents by the application close date.

Applications that do not include college transcripts and three writing samples as described will be considered incomplete and will be rejected.

1. Three samples of media press releases, new stories, or publications (any combination) that you have written (500 to 2,000 words per sample).

NOTES: Do not refer to a web link. Do not send originals, as writing samples cannot be returned.

2. College transcripts, which may be attached to your online application or sent via email to staffinginfo@milwaukee.gov. Student/unofficial copies are acceptable; however, your transcripts must be legible and include your name, the university name, the degree completed, and the degree completion date.

DESIRABLE QUALIFICATIONS

- Avid and/or Final Cut Pro professional certification(s).

KNOWLEDGES, SKILLS, ABILITIES & OTHER CHARACTERISTICS

- Knowledge of the principles and practices of public relations, communications, and media affairs.
- Knowledge of video production and editing software; ability to master Avid and/or Final Cut Pro software.
- Familiarity with social media platforms, strategies, and best practices.
- Skill in using computer applications such as word processing, spreadsheet, and presentation software.
- Ability to read and interpret job-related documents, such as manuals, industry publications, and legal documents.
- Superior written and visual communication skills to be able to prepare compelling, audience-appropriate, and publication-ready scripts, speeches, press releases, digital content, marketing materials, reports, and correspondence.
- Oral communication and presentation skills essential to representing the department effectively before the media and public.
- Ability to establish successful working relationships in a quazi-military environment with high-ranking MPD officials, sworn personnel, and non-sworn staff.
- Interpersonal skills to be able to interact effectively with elected officials, City managers, and staff; other governmental officials; the news media; and the public.
- Ability to work cooperatively with people whose backgrounds may differ from one's own.
- Skill in organizing, prioritizing, and accomplishing work within often urgent assignment deadlines; attention to detail.
- Ability to approach projects with energy, creativity, and resourcefulness; ability to visualize a setting, with talent for visual problem-solving.
- Professional, poised, tactful, and courteous; ability to maintain a high level of confidentiality when working on undercover operations and with the Office of the Chief.
- Ability to maintain composure when exposed to realities of the police profession, such as when riding along with sworn officers to capture videos.
- Honesty, integrity, and the ability to safeguard City resources.

CURRENT SALARY

The current salary range (Pay Range 2JX) for City of Milwaukee residents is \$62,338-\$87,270 annually, and the salary range for non-residents is \$60,809-\$85,129. *Appointment above the minimum is possible based upon level of experience and other qualifications and is subject to approval.*

The City of Milwaukee provides a comprehensive benefit program that includes the following:

- Defined Benefit Pension Plan
- 457 Deferred Compensation Plan
- Health and Dental Insurance
- Comprehensive Wellness Program
- Onsite Clinic Services
- Onsite Employee Assistance Program
- Alternative Work Schedules
- Long Term Disability Insurance
- Group Life Insurance
- Tuition Benefits
- Paid Vacation
- 11 Paid Holidays
- Paid Sick Leave and other paid leaves
- Flexible Spending Arrangement
- Commuter Value Pass

For full details of the benefits offered by the City of Milwaukee, please visit <https://city.milwaukee.gov/Benefits2019#.XBrIQE2ot6A>.

SELECTION PROCESS

THE SELECTION PROCESS will be job related and will consist of one or more of the following: education and experience evaluation; written, oral, or performance tests, or other assessment methods. The Department of Employee Relations and the Milwaukee Police Department reserve the right to call only the most qualified candidates to oral and performance examinations. Oral examinations may include written exercises. Selection process component weights will be determined by further analysis of the job.

INITIAL FILING DATE - The examination will be held as soon as practical after **Friday, March 1, 2019**. Receipt of applications may be discontinued at any time after this date without prior notice. However, recruitment may continue until the needs of the City have been met. Qualified applicants will be notified of the date, time, and place of the examination. Unless otherwise required by law, the City of Milwaukee will not provide alternative test administration. The applicant is responsible for attending all phases of the job selection process at the time and place designated by the City of Milwaukee.

NOTE: *Candidates must pass a Milwaukee Police Department background investigation before hire.*

ADDITIONAL INFORMATION

- APPLICATIONS and further information may be accessed by visiting, <http://city.milwaukee.gov/jobs>.
- If you would like assistance completing an application, please contact the Department of Employee Relations at (414) 286-3751 or staffinginfo@milwaukee.gov.
- The Department of Employee Relations is located at City Hall, 200 E. Wells St., Room 706, Milwaukee, WI 53202.

CONCLUSION

EEO 208

The City of Milwaukee values and encourages diversity and is an equal opportunity employer.