



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

**Alfonso Morales**  
Chief of Police

(414) 933-4444

October 31, 2019

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

RE: REQUEST TO EXEMPT FROM COMPETITIVE EXAMINATION THE MARKETING AND COMMUNICATIONS OFFICER POSITION

Dear Commissioners:

On January 10, 2019, your Honorable Board referred our request to exempt the position of Marketing and Communications Officer to the Recruitment Committee, which was scheduled to meet later in March. This matter would then be sent to the full board of Commissioners, stalling the hiring for this position for at least two months. Based on the length of time it would have taken to exempt this position and the tremendous constraints of the understaffed Public Information Office on meeting the business of this department, our request to rescind the exemption status was submitted and subsequently approved on February 7, 2019.

Currently, the position of Marketing and Communications Officer will be vacant on November 1, 2019, and I am respectfully requesting to exempt this position based on the reasons outlined below.

The Marketing and Communications Officer is a civilian position assigned to the Chief's Office responsible for promoting the Department's brand, managing stories and messages and providing internal and external Department outreach through a variety of technology based platforms, including websites, social media, live presentations, photographs and video recordings. The Marketing and Communications Officer also provides public relations support, addresses crisis communications and creates content for media consumption.

The Police Department is requesting the Commissioners give great consideration in approving the EXEMPT status for the Marketing and Communications Officer position for the following:

1. Reasons for the request to EXEMPT the Marketing and Communications Officer position

The Department is requesting to EXEMPT the Marketing and Communications Officer Position to create greater flexibility in selecting the best qualified candidate as well as the candidate that fits best with the cultural, demands,

challenges, and structure of the Milwaukee Police Department. Having an EXEMPT status allows the department to assess each candidate's skills and experiencing while also evaluating whether they will be a good fit for the position or not.

Providing the department the ability to assessing the potential cultural fit of a candidate in terms of not simply exhibiting the necessary qualifications to perform the job; but the essential fit needed to work effectively within the Police Department.

Additionally, the position requires confidentiality, sensitivity and commitment to the strategic position of an elected or public official; such as the Special Assistant to the City Attorney and the Long Range Planning Manager. The position also requires confidentiality related to the need of representing and acting as a spokesperson for a public official; such as the Public Information Officers in Health, Library and Department of Public Works.

2. Procedures which will be used for recruitment and selection

The Department would utilize the services of the Department of Employee Relations (DER) for recruitment purposes as well as referrals. See below:

- The Marketing and Communications Officer position will be posted on the DER website.
- The Marketing and Communications Officer Job posting will be advertised with other neighboring Police Departments, businesses, TV Stations where there is a higher probability of attracting qualified candidates.
- Interested candidates will be required to submit a resume, cover letter and three (3) professional references.
- All candidates who meet the minimum qualifications for the Marketing and Information Officer position according to the job posting will be selected for an interview.
- A structured oral interview process with a scoring matrix will be conducted and facilitated by the MPD Human Resources Administrator.
- References will be checked for the top two (2) candidates.
- A decision to extend a job offer will be made based on how well the candidate scored during the structured oral interview process, the reference check, and the interview panel's assessment of the candidates cultural fit.

3. Current Job Description attached for your review.
4. Please reference the attached list which identifies the other EXEMPT positions and corresponding pay ranges within the Department.
5. Attached a Departmental Organizational Chart. It's not represented on the Department Organizational Chart; however, the Marketing and Communications Officer position is directly under the Police Information Officer position.

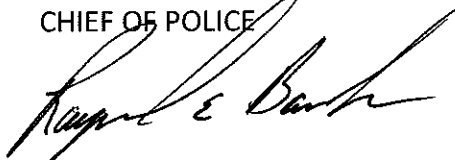
In conclusion, it is critically important the Police Department has the ability to be involved in the selection process from the beginning and determine which candidate should be selected for an interview. The Police Department should not be restricted or limited to an eligibility list whereby the department is bound to both interviewing and having to select from those candidates who ranked in the top five (5) regardless of whether or not the top five (5) candidates would be the best fit for the department. Those ranked in the top five (5) may very well have the necessary qualifications to perform the job; but would not be a good fit for the Police cultural, the demands of the job, the paramilitary structure, etc.

Having the right candidate is both critical and essential to the Police Department and the candidate for being successful in the position of Marketing and Communications Officer.

Thank you for your consideration in this matter.

Sincerely,

ALFONSO MORALES  
CHIEF OF POLICE

A handwritten signature in black ink, appearing to read "Raymond E. Banks", written over the typed name.

RAYMOND E. BANKS  
ASSISTANT CHIEF OF POLICE