

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: 9/3/18 / 11/7/19		2. Present Incumbent: Vacant		Is incumbent underfilling position? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> If YES, indicate Underfill Title in box 10.	
3. Date Filled: 7/30/19		4. Previous Incumbent: Tiffany Crouse			
5. Department: Police Department			Bureau: Division: Office of the Chief		Unit: Section: Public Relations
6. Work Location: 6680 N. Teutonia Ave./749 W. State St., 7 th floor			Telephone: 935-7945 Email:		Work Schedule: Hours: 8 AM – 4 PM Days: M-F
7. Represented by a Union? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Bargaining Unit: If in District Council 48, which local?			8. FLSA Status (check one): <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt
10.	Official Title: Marketing and Communications Officer			Pay Range 2JX	Job Code 5321
	Underfill Title (if applicable):				
	Requested Title (if applicable):				
Recommended Title (DER Use Only):			Approved by: _____ Date: _____		

11. BASIC FUNCTION OF POSITION:

The Marketing and Communications Officer is responsible for promoting the Department 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. As needed, the Marketing and Communications Officer helps support the Public Information Office in its daily duties.

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
100%	<ul style="list-style-type: none"> Regular and consistent attendance. Media/Public Affairs – Manage media and public affairs communications, including crisis communication and reputation management. Develop positive brand recognition and marketing campaigns. Provide support for press conferences and other media events. Produce content for media consumption. Public Information Office – Provide support to Public Information Officer as directed. Production – Write, direct and/or produce video content accessible to community and media in order to promote transparency and improve community-police relations. Research or attend training/sales seminars on public relations, media and communications. Other duties as requested. Meetings – Department operations meetings to stay current of department happenings to see how/where technology can play a role and implement those findings.

B. PERIPHERAL DUTIES:

% of Time	PERIPHERAL DUTY
	<ul style="list-style-type: none"> Meetings – Department operations meetings to stay current of department happenings to see how/where technology can play a role and implement those findings.

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.

C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

Sergeant Sheronda Grant

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

Minimum supervision is required. Seek approvals/guidance from supervisor or Chief of Staff. Must be able to work independently on projects and scheduling. Requests are filled based on timeline, priority and chain of command. Project request are often directed by the Chief and Assistant Chiefs.

E. SUPERVISION EXERCISED:

Total number of employees for whom responsible, either directly or indirectly = **None**.

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 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)
0		

F. MINIMUM QUALIFICATIONS REQUIRED: (Indicate the MINIMUM qualifications required to enter the job.)

i. Education and Experience:

Bachelor's Degree in communications, media relations, advertising, journalism or related field. Position requires minimum of seven years in professional marketing, video production, ad agency or TV/print news outlet. Experience with managing press conferences and event planning.

ii. Knowledge, Skills and Abilities:

Knowledge of video production and editing software. Familiarity with various social media/networking platforms is required. Ability to draft press releases, press conference speeches and marketing materials.

iii. Certifications, Licenses, Registrations:

No certifications required – Avid or Final Cut Pro certificate is desired. Must have a valid drivers license.

iv. Other Requirements:

Ability to communicate orally and in writing. Public/Media relations abilities. Poise, tact and courtesy are essential. Must be able to maintain high level of confidentiality when working on undercover operations and with the Office of the Chief. Must understand and be able to operate in a quazi-military environment.

13. PHYSICAL AND ENVIRONMENTAL DEMANDS: TOOLS AND EQUIPMENT USED

The Americans with Disabilities Act of 1993 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

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.

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 checked="" 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 checked="" 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 type="checkbox"/>	Crouching: Bending the body downward and forward by bending leg and spine.
<input checked="" 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 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 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 checked="" 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.

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.

- 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 checked="" 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 checked="" 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 checked="" 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 type="checkbox"/>	None: The worker is not substantially exposed to adverse environmental conditions (<i>such as typical office or administrative work</i>).
<input checked="" type="checkbox"/>	The worker is subject to inside environmental conditions: Protection from weather conditions but not necessarily from temperature changes (<i>i.e. warehouses, covered loading docks, garages, etc.</i>)
<input checked="" type="checkbox"/>	The worker is subject to outside environmental conditions: No effective protection from weather.
<input checked="" type="checkbox"/>	The worker is subject to extreme cold: Temperatures below 32 degrees for period of more than one hour.
<input checked="" type="checkbox"/>	The worker is subject to extreme heat: Temperatures above 100 degrees for periods of more than one hour.
<input checked="" 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 type="checkbox"/>	Office Equipment (desk, chair, telephone, etc.)
<input checked="" type="checkbox"/>	Cleaning supplies	<input type="checkbox"/>	Office supplies (pens, staplers, pencils, etc.)
<input checked="" type="checkbox"/>	Commercial vehicle	<input type="checkbox"/>	Packing materials (boxes, shrink wrap, etc.)
<input checked="" type="checkbox"/>	Data processing equipment	<input type="checkbox"/>	PC equipment (monitor, keyboard, printer, etc.)
<input checked="" type="checkbox"/>	Handcart	<input type="checkbox"/>	PC software
<input checked="" type="checkbox"/>	Hand tools (please list):		
<input type="checkbox"/>	Office Machines (check all that apply): <input type="checkbox"/> Copier <input type="checkbox"/> Facsimile <input type="checkbox"/> Calculator <input type="checkbox"/> Cash register		
<input type="checkbox"/>	Other (please list): radio, belt		

- 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.)

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.

This position has frequent contact with all levels of city, county, and state government as well as high-ranking officials of the Milwaukee Police Department and other outside agencies. The Media Manager must possess the creative ability to visualize a setting with talent for visual problem solving and have exceptional organizational skills and be detailed oriented. Excellent reading writing, grammar and spelling skills are necessary to compose and revise scripts. The incumbent must have the ability to work well under high-pressure stressful situations, as some assignments are impromptu with immediate deadlines. Ability to maintain composure when exposed to some realities of the police profession are essential when riding along with sworn officers for video production and will be exposing him or herself of some of the dangers of police work. Position requires individual to be on-call 24/7 including nights and holidays to meet the needs of this agency.

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

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.