

HEALTH COMMUNICATION OFFICER

Recruitment #1803-4628-001

List Type	Exempt
Requesting Department	HEALTH DEPARTMENT
Open Date	6/7/2018 11:30:00 AM
Filing Deadline	6/28/2018 11:59:00 AM
HR Analyst	Nola Nelson

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INTRODUCTION

This position is exempt from Civil Service and serves at the pleasure of the Commissioner of Health.

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

The Health Communication Officer (HCO) manages staff and functions associated with marketing and communications, media and community relations, and graphics/web services for the City of Milwaukee Health Department (MHD).

ESSENTIAL FUNCTIONS

Communication Responsibilities

- Function as the public information officer and media liaison for the MHD, and represent the department at community events and on committees or task forces.
- Draft and execute a consistent, long-term public relations plan, including overall media relations strategies, and provide oversight of each for the MHD.

- Develop and draft communications materials, including press releases, media advisories, opinion-editorial pieces, bylined articles, correspondence, and reports.
- Coordinate the dissemination of information to the media, the general public, community organizations, other public health organizations, and community partners.
- Write speeches, presentations, and campaigns regarding public health matters for the Commissioner, Health Operations Administrator, 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 MHD's policies, activities, and accomplishments.
- Develop, coordinate, and implement a strategic communications plan and policies for the department and employees.
- Coordinate, edit, and oversee the production of the Department's employee newsletter, and coordinate the preparation of annual reports.

Marketing Responsibilities

- Oversee the department's website by editing and submitting content and supervising the webmaster in the ongoing development of the site.
- Manage and work with senior-level management, community partners, and advertising/promotional agencies to effectively execute marketing strategies.
- Develop time and action plans and direct marketing campaigns throughout the department to promote awareness and education.
- Manage activities of the outside advertising/promotional agency, including the development and execution of programs.
- Manage the social media accounts by implementing strategies to provide consistent information to the public.

Media & Community Relations

- Serve as primary contact for media, and act as spokesperson for the Department.
- Coordinate local, state, and national media relations, and serve as a media resource for all Divisions of the department.
- Foster and maintain positive, cooperative working relationships with community organizations, public health organizations, and media representatives.
- Arrange special events, news conferences, editorial board meetings, and media coverage, and coordinate staff participation as appropriate.

- Serve as the MHD's liaison to the Mayor's Office, elected officials, and other department heads for press releases, special announcements, and other public relations matters.
- Represent the Milwaukee Health Department in public forums, at media events, and on committees and task force groups.
- Provide leadership and consultation to the Health Commissioner on media and public relations aspects of mission-critical initiatives and crucial departmental policy and public health practice proposals.

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 unique nature of the Health Communication Officer position necessitates that he or she must work variable hours as required to meet the needs of the department.
- The employee in this position will be responsible for the setup of podiums, chairs, microphones, and banners for press conferences or promotional events, and will occasionally be required to lift up objects weighing up to 25 pounds.

MINIMUM REQUIREMENTS

1. Bachelor's degree in journalism, mass communications, public relations, or related field from an accredited college or university.
2. Four years of media affairs, public relations, or communications experience performing duties closely related to this position.
3. Valid driver license at the time of appointment and throughout employment.

Equivalent combinations of education and experience will be considered.

IMPORTANT: You must submit the following documents by the application close date:

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: Transcripts must be received by the application close date. Transcripts may be attached to your

online application or sent via email to staffinginfo@milwaukee.gov. Applications without transcripts attached will be considered incomplete and will be rejected. Student/unofficial copies are acceptable; however, your transcript must be legible and include your university or college name, your name, the degree completed (if applicable), and the date the degree was completed.

DESIRABLE QUALIFICATIONS

- Experience in crisis communication.
- Experience supervising the media and public relations work of other employees.

KNOWLEDGES, SKILLS, ABILITIES & OTHER CHARACTERISTICS

- Knowledge of the principles and practices of public relations, communications, and media affairs.
- Excellent oral communication skills to be able to perform essential functions.
- Ability to read and interpret an array of documents, such as business periodicals, technical publications, and legal documents.
- Superior written and visual communication skills, including the ability to prepare written media scripts and write compelling, audience-appropriate, error-free, and publication-ready news releases, newsletters, speeches, reports, and promotional materials under deadline.
- Knowledge of web page creation, social media strategies, photography, graphic design, and video production technology.
- Skill in using computer applications such as word processing, spreadsheet, and presentation software.
- Knowledge of supervision and training techniques and ability to provide direction to staff.
- Interpersonal skills and the ability to establish effective working relationships with elected officials, department heads and City managers, the news media, and the public.
- Ability to work cooperatively, effectively, and fairly with coworkers and citizens whose backgrounds may differ from one's own.
- Skill in analyzing and solving problems, as well as the ability to exercise sound judgment.
- Ability to plan, organize, and accomplish work, manage multiple assignments simultaneously, and meet deadlines.
- Ability to remain calm under pressure.

- Ability to approach projects with energy, creativity, and resourcefulness.
- Honesty, integrity, and professionalism.

CURRENT SALARY

The current salary range (Pay Range 1EX) for City of Milwaukee residents is **\$58,462-\$81,844** annually, and the non-resident salary range is **\$57,028-\$79,836**. *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 which includes:

- 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 <http://city.milwaukee.gov/der/Benefits-2018#.WgYyqE2ovAA>.

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 Milwaukee Health Department reserves the right to call only the most qualified candidates to an interview. Information from the selection process will be used to make a hiring decision.

INITIAL FILING DATE - The selection process will be conducted as soon as practical after **Wednesday, June 27, 2018**. 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. The applicant is responsible for attending all phases of the job selection process at the time and place designated by the City of Milwaukee.

ADDITIONAL INFORMATION

APPLICATION INSTRUCTIONS

- APPLICATIONS and further information may be accessed by visiting www.jobaps.com/MIL.
- Applications and transcripts should be submitted no later than the deadline listed above.
- 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 in City Hall, 200 E Wells St, Room 706, Milwaukee, WI 53202.

CONCLUSION

EEO = 102

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