

PUBLIC RELATIONS SUPERVISOR

Recruitment #1705-4658-001

List Type	Original
Requesting Department	COMMON COUNCIL - CITY CLERK
Open Date	6/6/2017 4:00:00 PM
Filing Deadline	6/30/2017 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

Consider this opportunity to take your public relations career to the next level in this fast-paced and varied role in City government! Put your top-notch writing, communications, media relations, and supervisory skills to work as a key member of the Public Information Division.

Under the direction of the Public Information Manager, the Public Relations Supervisor assists in managing the public relations and publications functions of the Public Information Division of the Common Council-City Clerk's Office.

ESSENTIAL FUNCTIONS

- Writes television scripts and performs on-air hosting and reporting duties for programming on the City Channel.
- Assists the Public Information Manager in supervising and directing graphic design staff who perform public relations and publishing functions.
- Writes news releases, newsletters, speeches, brochures, flyers, reports, and promotional materials.
- Performs media relations duties by maintaining various news media contacts, arranges news conferences, and disseminates information to the news media and to the public using social media and via the City of Milwaukee's E Notify system.
- Provides digital photography and photographic services.
- Provides public relations advice and counsel.

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 Public Relations Supervisor position necessitates that he or she must work variable hours on occasion.

MINIMUM REQUIREMENTS

1. Bachelor’s Degree in journalism, mass communications, or a related field from an accredited college or university.
2. Three years of media affairs, public relations, or communications experience performing duties closely related to this position.
3. Valid Wisconsin Driver License at the time of appointment and throughout employment.

Equivalent combinations of education and experience may also be considered.

IMPORTANT ~ You must submit with your application the following:

1. **Three samples of news stories or publications 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 period closing date. Transcripts may be attached to your online application or sent via email to staffinginfo@milwaukee.gov. Applications without transcripts included will be considered incomplete and will be rejected. Student/unofficial copies are acceptable; however, your transcript must be legible and include your college name, your name, the degree completed (if applicable), and the date completed.

DESIRABLE QUALIFICATIONS

- On-air experience in television or radio broadcast journalism.
- News media experience.
- Supervisory experience.

KNOWLEDGES, SKILLS, ABILITIES & OTHER CHARACTERISTICS

- Knowledge of the principles and practices of public relations, communications, and media affairs.
- Excellent oral and broadcast communication skills to be able to perform hosting and reporting duties.
- 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 television 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.
- Skill in analyzing and solving problems, as well as 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.
- Personal qualities befitting the role, including honesty, integrity, and professionalism.

CURRENT SALARY

The current salary range (Pay Range 1CX) for City of Milwaukee residents is \$51,469-\$72,063 annually, and the non-resident salary range is \$50,206-\$70,295. *Appointment above the minimum is possible based upon level of experience and other qualifications and is subject to approval.*

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 Office of the Common Council-City Clerk 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, June 30, 2017**. 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.