



DIRECTOR OF MARKETING AND PUBLIC RELATIONS OAK CREEK, WISCONSIN

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THE POSITION IN BRIEF

The Director of Marketing and Public Relations is a newly created position for the City. The Director is responsible for planning, coordinating, and leading efforts showcasing Oak Creek's reputation and brand within the community, in greater Milwaukee, and beyond. The Director will develop and implement a strategic marketing and communications plan, manage communications and marketing staff, oversee media relationships and advertising, coordinate strategic projects, and generally oversee City events and community engagement strategies. The Director will guide their staff, and other Departments in the City organization, in crafting and telling Oak Creek's story, recognizing City employees and their work, and educating community and external stakeholders regarding City projects and investments.

This new position will join a dynamic team in one of the fastest-growing cities in southeastern Wisconsin. The Director is a key member of the City management team and reports directly to the City Administrator.

THE COMMUNITY

The [City of Oak Creek](#), incorporated in 1955 with a population of 4,800 residents, has grown significantly in the last 65+ years. Today, at a population of 38,174, Oak Creek remains a fast-growing community, having experienced double-digit population growth every decade since the 1960s. Oak Creek residents and business owners enjoy the vibrant neighborhoods, public amenities, and community spirit fostered by this rich heritage. The community is in a period of remarkable transformation and revitalization.


The City is enviably located on major thoroughfares including Interstate Highways 94 and 41. The City is also served by passenger and freight railroads as well as [Milwaukee Mitchell International Airport](#). The City is adjacent to the City of Milwaukee and 85 miles north of Chicago. The City's eastern edge is flanked by over two miles of beautiful Lake Michigan shoreline, home to Lake Vista Park and [Lakeshore Commons](#) – a nature-based, community-focused, modern traditional neighborhood development under construction. The City lakefront is currently undergoing a bluff stabilization project and the City just recently razed the last industrial building on 46 acres the City owns along Lake Michigan, which is also slated for future redevelopment.





A SNAPSHOT OF OAK CREEK'S DEMOGRAPHICS AND AMENITIES:

- Population – 38,174 (2023 Wisconsin Dept. of Administration estimate).
- Median age of 40 years old.
- White 85%, African American 4%, Hispanic Origin 3%, Asian 7%, Native American 1%.
- Median household income, \$74,840.
- Median value of an Oak Creek home, \$323,700.
- An exceptional school district serves the community – [Oak Creek - Franklin Joint School District](#). There are currently seven K-5 elementary schools, three middle schools, one high school, and one administrative office building in Oak Creek. The district also offers a 4K program at three locations. Private and parochial school choices can also be found in Oak Creek and neighboring communities.
- An abundant supply of inexpensive and quality water (Lake Michigan) and sewage treatment capacity.
- Easy access to Interstates 94, 41, and 43.
- [Amtrak](#) passenger rail service located nearby at the Milwaukee Mitchell International Airport, which serves as part of the City's northern border.
- Oak Creek encompasses 28.45 square miles, of which there are [27 parks and preserves](#) maintained by the City and covering more than 230 acres. City parks include open and recreational space adjacent to school facilities, several miles of walking trails, activity fields, ball diamonds, pavilions, and many other recreational venues.
- Full library services offered for more than 50 years by the [Oak Creek Public Library](#), which opened a new state-of-the-art facility to the public in 2015.
- Oak Creek residents have access to several major medical systems located in the greater Milwaukee area. Among these systems, Ascension, Aurora, and Froedtert have satellite facilities in Oak Creek.
- Distinguished institutions of higher learning are found throughout the greater Milwaukee area including the [University of Wisconsin – Milwaukee](#), [Marquette University](#), [Milwaukee School of Engineering](#), [Alverno College](#), and [Concordia University Wisconsin](#).
- Located in Oak Creek is the south campus of the Milwaukee Area Technical College (MATC). The [Oak Creek Campus](#) is MATC's second largest campus with around 10,000 students.



The City's recently developed downtown area – [Drexel Town Square](#) – is Oak Creek's newest retail, commercial, residential and civic hub. The development includes a Main Street – Oak Creek's first. The Civic Center, which includes a City Hall and Library, serves as the heart of the development and is surrounded by retail stores, restaurants, a hotel, a hospital, and several hundred luxury apartments. The North American headquarters for global company, Zünd, sits adjacent to the Civic Center. The area is complemented with many open spaces, walkways, and amenities. Drexel Town Square, at more than 800,000 square feet, has been an overwhelming success, and, coupled with a comprehensive re-branding of the City, has initiated a renaissance for the entire community.

Oak Creek, and the surrounding greater Milwaukee area, provide many opportunities to enjoy world-class art, culture, major-league sports, and entertainment. The area abounds with world-class venues and options. See [Visit Milwaukee](#) for exciting overviews.

[Local events and celebrations in Oak Creek](#), including a Farmers Market, the City's annual 4th of July Celebration, County and City Beer Gardens, family outdoor movie nights, Fall Fest, and a summer concert series at the Community Center, are among many community and family-oriented events. The City sponsors a Tourism Commission that utilizes a robust hotel/motel room tax revenue to advance arts, culture, and tourism promotion and development for all-ages activities in Oak Creek.

OAK CREEK, WISCONSIN ... UP CLOSE!

[Click here for a virtual tour
of the community.](#)

CITY GOVERNMENT IN OAK CREEK

The legislative body of the City is the Common Council, which consists of six Alderpersons, elected by district for overlapping two-year terms. A part-time Mayor is elected separately for a three-year term. The Common Council and the Mayor set the policies of the City. The Mayor, Common Council, and City staff have an established culture of professionalism and respect for each other's role in the organization. The City Administrator has the responsibility of administering the day-to-day operations of the City and executing the policy decisions of the Common Council. All City departments report to the City Administrator except for those defined by state statutes to report to another individual or entity.

The new Director of Marketing and Public Relations can expect to join a highly functional, progressive, and productive City leadership team. The leadership team (elected and staff) has earned community confidence, functioning within a high degree of political stability.

Oak Creek is a full-service municipality, including Police, Fire/EMS, Engineering, Public Works (streets, parks, and forestry), Water & Sewer, Community Development, Library, Marketing & Public Relations, Health, and Central Business & Financial Services. The City has more than 350 full-time and part-time employees and three unions. The City's overall budget across all funds surpasses \$95 million, with the general fund accounting for approximately \$33 million.



MISSION:

We are an organization dedicated to providing high-quality services that positively impact Oak Creek residents, businesses, and visitors.

VISION:

Oak Creek - A dynamic regional leader driving the future of the south shore.

CORE ORGANIZATIONAL VALUES:

- Champion Positive Outcomes
- Set the Path
- Strive Together
- Nurture Knowledge
- See the Good



CHALLENGES AND OPPORTUNITIES

The Director of Marketing and Public Relations will face a number of challenges and opportunities that are not unexpected as Oak Creek formulates its brand-new Marketing and Public Relations Department: They include:

- Establishing the position and the department as a collaborative partner for communicating within and outside the organization – The City is seeking a dynamic, creative professional who can lead expansion of the City's marketing and communications efforts. This will begin with an assessment of the build-out and organization of in-house staff resources coupled with external agency partnerships, and the development of department budget. The City is experiencing significant changes and this requires coordinated communications efforts in a wide variety of areas such as municipal programs, strategic community investments in capital projects, economic development successes, and quality of life assets and initiatives. As this is a new position and department, the management team is looking for a co-collaborator, an idea person, and a project and resource manager, not simply an implementer.
- The Director of Marketing and Public Relations must be approachable, available and genuinely interested in working with City employees, community organizations, local businesses, regional organizations, and others critical to the effective delivery of the City's message. The Director and their staff will work closely with the City Administrator and management team to promote the City, its people, its amenities, and its quality of life.
- Developing a comprehensive strategic marketing and communications plan – The Director of Marketing and Public Relations will gather information about Oak Creek from a variety of sources and stakeholders, review existing communication practices, identify possible gaps and opportunities, and develop a comprehensive strategic marketing and communications plan addressing internal and external audiences. Key to the communications plan will be its integration into City operations, the community at large, and the Greater Milwaukee region. The plan should include defined goals, success metrics, and measurements identified by the Director and their team.
- Working with Department Directors and staff on communications outreach – The Director of Marketing and Public Relations will collaborate with a variety of internal stakeholders to identify opportunities for enhanced communications and messaging, aimed at amplifying regular communications about all aspects of Oak Creek's municipal services. This effort will include developing standard communications processes within the organization. The Director also will identify methods to increase communication among departments to provide opportunities for speaking as one municipal team coming together in service to the public and betterment of the community.
- Working with external stakeholders, both in Oak Creek and the greater Milwaukee area – The Director of Marketing and Public Relations will identify external stakeholders and partners with whom the City can forge collaborative partnerships on strong communications messaging and tactics to enhance the City's regional identity and presence. The marketing and public relations efforts of the City are not just a communications strategy, rather, the forthcoming marketing platform is a significant component of the City's continued economic development initiatives.
- Developing plans for unique community social events – The Director of Marketing and Public Relations will effectively delegate their staff and direct available resources toward cultivating unique community social events, activities, and other creative initiatives that enhance quality of life for Oak Creek residents, draw visitors to the community, and further shape and highlight the City's regional identity and presence.

MARKETING, COMMUNICATIONS, AND PUBLIC RELATIONS IN OAK CREEK

The Director of Marketing and Public Relations will have four overarching areas of responsibility:

Marketing and Public Relations

The Director will lead and help create strategic marketing and communications efforts of staff that showcase the City as the great place that it is. The Department will develop and coordinate public relations strategies and programs on behalf of the City, including the facilitation of media opportunities and audiences for the Mayor and Department leaders to discuss the City's major project accomplishments and new initiatives. The Department will oversee all internal and external communications on a variety of digital and print platforms and will view the City's marketing strategies as not only a communications platform, but also as an economic development strategy to attract continued investment and new residents to the community.

Community Engagement and Organizational Connection

The Director will assist management colleagues in developing ways to connect Oak Creek employees and create a meaningful employment experience for our workforce. They will collaborate with Department staff, strategic partners, influencers, and other stakeholders to enhance community engagement.

Tourism and Events Management

The Director will provide general business administration for the Tourism Commission including counsel regarding strategic planning, destination marketing and advertising strategy, program leadership, and innovation. This position generally oversees staff that plans, markets, and executes community social events, and ensures these efforts are performed in a coordinated manner.

Personnel and Budget Management

The Director will organize the work to maximize skills, abilities, resources, and creativity among their staff, and manage personnel resources, marketing and media spend, and collaborative partnerships within an established budget, which budget the Director will recommend. The Department currently includes three full time and two part time employees. The Director reports directly to the City Administrator and is a critical member of the City's management team.



THE IDEAL CANDIDATE

Oak Creek is seeking proven and innovative candidates with a track record of excellence in the field of marketing, communications, and public relations. Candidates will be expected to demonstrate leadership within their department as well as within their organization. The following factors of education, experience, and demeanor have been identified as necessary and/or desirable for the Director of Marketing and Public Relations to succeed in this position.

EDUCATION AND EXPERIENCE

- A Bachelor's Degree from an accredited college or university in marketing, journalism, communications, public relations, public or business administration, or a related field.
- A Master's Degree is preferred but not required.
- At least ten years of experience with increasingly responsible experience in marketing and public relations leadership in the public, private or non-profit sectors.
- Experience supervising, evaluating and inspiring staff, budget development and management, and project development and implementation. The successful candidate should have a track record of innovation, accomplishment, and success.
- Have experience in delivering written and oral presentations to employees, civic groups, business leaders and stakeholders at all levels of the organization and general public, including elected officials.
- The ability to be an advocate for the City of Oak Creek in all matters surrounding internal and external communications and public relations.
- Other relevant industry certifications, accreditations and commitment to continuing education and advancement will be viewed favorably, as will experience with tourism program development, operations, and communications.
- Broad-based knowledge of digital, print, and other relevant communications platforms

MANAGEMENT STYLE/PERSONAL TRAITS

- Possess excellent communications skills, both verbally and written, with the ability to forge positive connections and collaborations with individuals and groups both internal and external to the organization.
- Have a command and talent for public speaking to groups of all sizes.
- Exhibit personal and professional integrity and trustworthiness, inspiring the confidence of appointed and elected officials, co-workers, community members, peers, and the general public.
- Be able to keep confidences and possess the skills to diplomatically guide the organization and community through the process of defining, developing, and executing expanded internal and external communications.
- Project a genuinely friendly, approachable and dynamic style that encourages collaboration and the development of effective working relationships.
- Have a forward-thinking, creative, resourceful approach to communications, tourism, and overall community engagement.
- Demonstrate commitment to encouraging creativity, responsibility, and accountability in an environment that values a collaborative approach and embraces a setting where employees feel valued.
- Demonstrate flexible, adaptable, and facilitative style with the ability to function effectively in a dynamic, demanding, team-oriented, professional environment marked by extremely high expectation levels.

COMPENSATION, BENEFITS AND THE ORGANIZATION'S CULTURE

The starting salary is \$114,750 to \$127,500 +/- DOQ, plus an excellent benefit package. The City is part of the Wisconsin Retirement System.

The organization prides itself on its commitment to customer service and teamwork. Staff has a lot of daily interaction with one another and report strong interdepartmental relations. The City's organization strives to be a workplace of choice, and staff possesses a high-output work ethic.

The Mayor and Common Council possess a strong respect for City staff's work. Among themselves, elected officials are collegial and respectful of differing perspectives and points of view.

HOW TO APPLY

Candidates should apply by March 4, 2024 with resume, cover letter and contact information for five work-related references to www.GovHRjobs.com to the attention of Lee Szymborski, Senior Vice President or Ann Tennes, Vice-President at GovHR USA, 630 Dundee Road, #225, Northbrook, IL 60062. Tel: 847-380-3240.

