



City of Neenah
Finance & Personnel Committee
Special Meeting Agenda
Wednesday, June 3, 2026 at 5:00 PM
Neenah City Hall – 211 Walnut Street
Hauser Room

- I. Call to Order
- II. Roll Call
- III. New Business
 - A. Make recommendation to Council to retitle the Communications Specialist as a Communications and Community Engagement Specialist and to place the position in Grade 9 of the City's salary plan. (Attachment)
- IV. Adjournment

Notice: Pursuant to the requirements of Wis. Stats. Sec. 19.84 (Open Meeting Notice Law), a majority of the Neenah Common Council may be present at this meeting. Common Council members may be present to gather information about a subject on which they have decision-making responsibility. This may constitute a meeting of the Neenah Common Council and must be noticed as such. The Council will not take any formal action at this meeting.

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Neenah will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance, or reasonable accommodation in participating in this meeting or event due to a disability as defined under the ADA, please call the Clerk's Office (920) 886-6100 or e-mail clerk@neenahwi.gov at least 48 hours prior to the scheduled meeting or event to request an accommodation.



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HEATHER BARBER
DIRECTOR OF HUMAN RESOURCES AND SAFETY

MEMORANDUM

Date: May 27, 2026

To: President Erickson and Members of the Finance and Personnel Committee

From: Mayor Borchardt and Heather Barber

Subject: Communications and Community Engagement Specialist

In reviewing the needs of the city as it relates to professional communication, the Mayor has updated and re-titled the vacant Communications Specialist position.

The newly-proposed position includes fewer administrative-level duties and will instead encompass higher-level professional communication responsibilities.

The proposed job description (attached) was submitted to our salary plan consultant, Cottingham & Butler, who evaluated the position based on the increased education, increased experience level, and more complex duties. This review resulted in a recommendation of placement into Grade 9 (attached).

Since the budget was created assuming a Grade 8 position throughout 2026, there will be an additional anticipated cost of \$2,500 to \$7,500 in 2026. This cost can be fully absorbed into the current budget by bringing the production of the Neenah Notes in-house to be handled by the person hired for this position.

Staff requests a recommendation to Council to retitle the Communications Specialist as a Communications and Community Engagement Specialist and to place the position in Grade 9 of the City's salary plan.

City of Neenah
Communications and Community Engagement Specialist

Position Summary

The Communications and Community Engagement Specialist serves as the lead communications staff member for the Mayor’s Office and plays a key role in strengthening communication between the City of Neenah and the public. This position is responsible for creating, managing, and growing the City’s communications strategy across digital platforms, including the city website, social media, video, and digital publications.

This position works closely with the Mayor and City departments to tell the story of Neenah, strengthen public trust through clear and engaging communication, and build a modern communications system that connects residents to their local government. The position also provides limited front-office and administrative support within the Mayor’s Office as needed.

Essential Duties and Responsibilities

1. City Communications and Storytelling

- Develop, write, edit, and publish content for the city website, social media platforms, newsletters, video updates, and other digital communications
- Lead the City’s storytelling efforts by highlighting projects, services, events, staff, and initiatives that reflect the work and values of the City of Neenah
- Create clear, accurate, and engaging public-facing communication that is accessible to residents
- Translate complex city information into plain language for the public
- Produce and publish a digital city newsletter at least quarterly
- Identify opportunities to proactively share information and strengthen public understanding of city operations and priorities

2. Social Media and Digital Content Management

- Manage the City’s primary website and official social media accounts
- Create and edit digital content, including graphics, photos, short-form videos, and written posts for platforms such as Facebook, Instagram, X, and TikTok
- Coordinate with departments that maintain their own social media presence and elevate department content through citywide communication channels
- Develop platform-specific strategies to improve reach, engagement, and consistency across the City’s digital presence

- Monitor digital engagement and recommend improvements to communication efforts over time

3. Mayoral Communications and Support

- Work closely with the Mayor to develop and implement a communication system for the City
- Assist with drafting speeches, remarks, talking points, public messages, and official correspondence
- Help communicate the Mayor's priorities in a professional, community-focused, and non-political manner
- Support outreach efforts that improve visibility, accessibility, and public engagement
- Assist in coordinating communication related to public appearances, city events, and community engagement opportunities

4. Communication Planning and Coordination

- Develop and help implement a citywide communication plan that can grow and expand over time
- Coordinate with department heads and staff to gather information, identify communication needs, and maintain message consistency
- Support communication during major city projects, events, public notices, and service updates
- Help strengthen internal communication habits that support better external communication

5. Front Office and Administrative Support

- Provide limited administrative support within the Mayor's Office
- Assist with welcoming and directing residents or visitors who come to City Hall seeking the Mayor or Mayor's Office
- Help maintain a professional, organized, and responsive front-office environment
- Perform other related duties as assigned in support of the Mayor's Office and city communication efforts

Minimum Qualifications

- Associate degree in communications, marketing, journalism, public relations, digital media, public administration, or a related field required
- Bachelor's degree in a related field preferred

- Equivalent relevant experience in communications, media, marketing, community engagement, or related work may be considered in lieu of some educational requirements
- Three years of relevant professional experience preferred

Knowledge, Skills, and Abilities

- Strong written, verbal, and interpersonal communication skills
- Ability to create clear, accurate, and engaging content for a variety of audiences
- Experience managing websites and social media accounts for an organization or public-facing entity
- Experience editing video and creating digital content for web and social media platforms
- Ability to tell stories visually and in writing in a way that connects with the community
- Strong organizational skills and ability to manage multiple projects and deadlines
- Ability to work independently, exercise sound judgment, and maintain professionalism
- Comfort working in a fast-paced environment with regular interaction with residents, elected officials, department heads, and staff
- Ability to maintain confidentiality and handle sensitive matters appropriately
- Proficiency with Microsoft Office and common communications, design, video, and social media tools

Preferred Qualifications

- Experience working in local government, public sector communications, media relations, and / or community engagement
- Experience with website content management systems
- Experience with graphic design, photography, and short-form video production
- Experience building communication plans and content calendars
- Familiarity with public-facing communication in a governmental or service-oriented setting

Core Competencies

- Strategic Communication
- Storytelling and Content Creation
- Public Engagement
- Digital Media Management
- Initiative and Problem Solving
- Professional Judgment and Discretion

- Organization and Follow-Through
- Relationship Building and Collaboration

Working Conditions

Work is performed primarily in an office environment with frequent interaction with residents, elected officials, department heads, and City staff. The position works in a shared office environment that may be active and occasionally fast-paced. Some evening and weekend hours may be required to support meetings, community events, and city communication needs.

ADA / EOE

The City of Neenah is an Equal Opportunity Employer. We provide reasonable accommodation to qualified individuals with disabilities. Please let us know if you require a reasonable accommodation to participate in the job application or interview process.

COTTINGHAM & BUTLER
Total Rewards
Consulting

May 15, 2026

MEMORANDUM

TO: Heather Barber, Director of Human Resources and Safety, City of Neenah

FR: Ashley McCluskey, Compensation Analyst

RE: Classification Review: Communications and Community Engagement Specialist

The city has submitted updated job documentation and has requested a classification review for the Communications and Community Engagement Specialist, previously Public Relations Specialist, due to additional responsibilities being added to the role. Based on our evaluation, the following recommendation is provided:

Communications & Community Engagement Specialist Classification Review: The Communications & Community Engagement Specialist plays a key role in strengthening communication between the city and the public. This position is responsible for creating, managing, and growing the City's communications strategy across digital platforms, including the city website, social media, video, and digital publications. This position requires an associate's degree in communications, marketing, journalism, public relations, digital media, public administration, or a related field, or equivalent. Following evaluation through our point-factor job classification system, we recommend placement in **Grade 9** of the current pay scale.

Please contact me with any questions on this review.