



Employ Milwaukee Administrative Memo		
Issue Date	09/01/26	17-02 Change 3
Sponsoring Executive	☒ President and CEO	☐ CFO
Dissemination	☒ Internal	☐ External

TO: Employ Milwaukee Staff

FROM: Julie Cayo, President and CEO ^{DS} *JC*

RE: Communications Protocol – External Communications & Branding

- I. **BACKGROUND:** Timeliness, accuracy and relevancy are the hallmarks of successful external communications including messaging campaigns, brand initiatives and stakeholder relationships. Employ Milwaukee (EMI) staff routinely interacts with external stakeholders, clients and customers through media releases, public presentations, collateral materials, event flyers, participation on panels and one-on-one or group conversations.
- II. **DEFINITIONS:** None.
- III. **PURPOSE:** Communications processes must address both Employ Milwaukee's brand requirements for consistency and the needs of staff, partners and customers to maintain strong relationships.
- IV. **POLICY:** The EMI brand shall be properly managed through all external communications, including media interviews, collateral materials and digital communications.
- V. **PROCEDURE:** Agency staff must contact the Planning, Development, and Communications Manager to effectively and efficiently request the creation, design or review of communication materials and messages, including website updates and requests from external partners or stakeholders. Employees shall allow adequate time for the Planning, Development, and Communications Manager to evaluate, create and review messaging and brand standards when requesting communications products. It is the Planning, Development, and Communications Manager's responsibility to ensure that all EMI communications and products reflect agency brand standards and consistency of messages in support of EMI's vision and mission.

Agency staff must contact the Planning, Development, and Communications team through the Marketing Materials Request form to effectively and efficiently request the design or review of communication materials and messages. Website update requests must be vetted by staff supervisor (Manager or Director level), then the Supervisor must submit a Marketing Materials Request form with the request. Website updates will be reviewed and approved by the CEO prior to completion. Graphic design considerations and deliverable dates must be communicated directly on the form with at least 3 business day lead time. Notice of 5 business days or more is preferred. See references for the type of communications products available and branding and style requirements.

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The Planning, Development, and Communications Manager shall review the request to ensure consistency of brand standards and messages, identify potential agency exposure, and estimate resource requirements and availability. The Planning, Development, and Communications Team maintains files of communications templates, messages and standards, including the list of approved collateral materials.

Any Employ Milwaukee news or event that has not been released to the public by other agencies/sources, including awards, program news, upcoming events, public/private collaborations, business successes, etc., must be submitted to the Planning, Development, and Communications Manager for consideration, content and approval. A member of the media may contact staff at any time, for almost any reason. If you receive a request from the media asking you to comment, take down the person's name, number and reason for the call, note any deadlines, and tell them we will respond to their inquiry. Do not comment at that time. Contact the Planning, Development, and Communications Manager immediately.

If a situation arises that may potentially elicit negative publicity for Employ Milwaukee, contact the Planning, Development, and Communications Manager immediately. Do not comment and await further directions from the Planning, Development, and Communications Manager.

The Planning, Development, and Communications Manager will coordinate with the President and CEO or a designee to provide a beneficial response to all media inquiries.

VI. ACTION REQUIRED: Posting of this Policy to the Employ Milwaukee website for open access to all personnel.

VII. REFERENCES:

- [Employ Milwaukee Handbook](#)
- [EMI Style Guide](#)
- [EMI Communications Standard of Practice](#)

VIII. RECISSIONS:

- Administrative Memo 17-02, Change 2
- Administrative Memo 17-02, Change 1
- Administrative Memo 18-06

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