



Rebecca Grill
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December 15, 2016

The Honorable Mayor Devine and Common Council Members
City of West Allis
7525 W. Greenfield Avenue
West Allis WI 53214

Mayor Devine and Common Council Members:

I am pleased to recommend the appointment of Mr. Jonathan Matte for the position of Director of Communications.¹ Jonathan has over nineteen years of experience in municipal and corporate communications. He currently oversees the Communications Department, where he is responsible for facilitating, developing and executing the internal and external communications strategy for the City in support of our organization's mission, culture, processes and strategic initiatives. Prior to his current role, he was a Video and Communications Specialist for the City of West Allis managing and supervising all aspects of media production. In this previous position and as the City's participation in social media channels grew, Jonathan voluntarily took ownership and responsibility for the program's success. He also has extensive experience in marketing, promotions and news casting in broadcast television.

In addition to his diverse professional experience, he is certified in Lean Continuous Improvement, continues to demonstrate a commitment to process improvement and received his BA from the University of Wisconsin-Madison. He has worked for the City of West Allis since 2000, and during that time, has proven successful in budget management and the hiring and supervision of staff. Further, he possesses the drive, enthusiasm and positive attitude needed to initiate organizational efficiency and manage a critical department for the City of West Allis.

Under Jonathan's direction, the Communications Department has implemented new service levels and facilitated progressive changes. A snapshot of his success includes: fostering open, responsive and accessible communications with our citizens; cultivating and managing the City's social media strategy and presence; executing a brand management and compliance program creating brand templates saving departments time and money; developing and administering a new employee intranet; crafting, updating and redesigning City marketing materials and publications; creating efficiencies for City-wide mass mailings; forming a cross-department team focused on reducing paper use throughout the organization; and strengthening the communication between employees and leadership with a Mayor/City Administrator newsletter.

I respectfully request your approval of Mr. Matte for this leadership position in the City of West Allis. Please let me know if you have any questions or need further information or clarification.

Thank you for your consideration.

Sincerely,

Rebecca N. Grill
City Administrator

cc: HR

¹ The recommendation was delayed pending classification of the Communications Director position.