

CITY OF MADISON POSITION DESCRIPTION

1. **Name of Employee (or "vacant"):**

Kristin Brodowsky (Current Classification is Outreach Coordinator)

2. **Class Title (i.e. payroll title):**

(Parking) Public Information Officer I

3. **Working Title (if any):**

4. **Name & Class of First-Line Supervisor:**

Bill Putnam, Parking Engineer 4

Work Phone: 266-6528

The Outreach Coordinator classification is under the supervision of Parking Engineer 4

The proposed PIO I position classification will report to the Parking Division Manager

Work Phone: 265-1147

5. **Department, Division & Section:**

Department of Transportation, Parking Division

6. **Work Address:**

Traffic and Parking Office

Madison Municipal Building

215 Martin Luther King Jr. Blvd, Suite 109

Madison, WI 53703

7. **Hours/Week:**

Standard schedule is Monday through Friday from 8:00 a.m. and 4:30 p.m. After hours work including evenings and weekends as required.

8. **Date of hire in this position:** 8/12/18

9. **From approximately what date has employee performed the work currently assigned:** October 2019

10. **Position Summary:**

This is responsible professional communications and public relations work developing, coordinating and implementing a comprehensive outreach, education program and marketing campaign on behalf of the City of Madison Parking Division. The work involves developing and implementing a cohesive brand/image that promotes departmental objectives. Duties include public relations, public contact and customer service, social media, and maintaining internal/external website, communications and materials for the Parking Division. Work involves considerable judgment and discretion with relation to customer service and technical support within the Parking Division, and serves as representative for the Street Use Staff Commission and other committees as assigned. Coordinate with the City Attorney's office on contracts and documents, open records and to maintain consistency in language and information.

This series is structured to provide advancement from (Parking) Public Information Officer 1 to (Parking) Public Information Officer 2. Progression is based on increased employee expertise and responsibility, independence of action, and experience in and knowledge of policies and procedures with respect to public information.

This is the entry level of the (Parking) Public Information Officer career progression series. This work is characterized by structured and/or closely reviewed professional assignments and includes both ongoing and special project assignments in the office and field. Under limited supervision, employees are expected to exercise professional judgment and discretion within established parameters, and may provide supervision or leadership to other employees in achieving objectives.

11. **Functions and Worker Activities:** (Do NOT include duties done on an "Out-of-Class" basis.) (see attached for breakdown)

30% A. Maintain Department Webpage and Media Outreach

1. Work with Information Technology to develop, design, edit and maintain the Parking Division's web presence through web and social media platforms. Design, edit, and maintain the Parking Division website.
2. Review, evaluate and edit site content and information for quality, accuracy, user-friendly capabilities and effectiveness to the Division's public outreach goals while meeting the language access and equity goals of the department/City.
3. Develop, coordinate and post content using various social media platforms, reviewing and evaluating for quality and effectiveness of communication. Determine the applicability social media sites to the Parking Division's ability and need to disseminate information to the public.
4. Plan, coordinate, schedule, develop information and speaking points, prepare and distribute news releases, information packages and public service announcements to media, external agencies and the public related to Parking Division projects, programs, updates and changes in ordinances.
5. Respond to informational requests from the media and the general public as they relate to Department policy, requests, feedback and on-going concerns. Track, manage, coordinate and ensure proper and timely response to general outside requests and inquiries of the Parking Division including letters, phone calls, emails and web-based communications
6. Conduct and/or coordinate media training and crisis communications training sessions for staff likely to respond to the electronic and print media inquiries.
7. Ensure language access availability of publications and communications consistent with the City policy and procedures when possible

30% B. Serve as Main Public Contact for the Parking Division

1. Provide accurate information and/or solutions to the public regarding Department policy, services, programs and operations, including but not limited to, parking programs, parking meters, parking citation reviews, permits, meter and no parking signage, complaints, criticisms, and questions.
2. Attend briefings and other meetings to maintain up-to-date timely information on departmental events and operations in order to provide relevant public information.

3. Respond to inquiries from other City Departments regarding information, material needs and questions for larger scale project closures, construction, events and relocations.
4. Develop ongoing media relationships and serve as liaison and primary contact for media and other agencies in public information and education matters. Schedule press conferences and provide and/or facilitate the dissemination of agency information. Ensure Mayor's office, Common Council and other City agencies are kept apprised or relevant projects and activities.
5. Provide internal communications of department and City-wide initiatives, operational or policy changes and other information pertinent to staff.
6. Coordinate with supervisors, staff and others to further improve communications both internally and externally.
7. Participate in emergency response training and activities of the agency and maintenance of agency's emergency response plan. Identify the need for and develop risk assessment and public information messages for bioterrorism, natural disaster, public health emergencies or other issues in conjunction with appropriate staff. Participate in related state and county-wide emergency exercises.
8. Collaborate with other public information officers in the City and other governmental agencies to maintain positive relationships.

20% C. Create and Maintain Informational Materials

1. Compile, develop, design, draft, distribute, edit, and maintain both print and electronic information for the Parking Division, included but not limited to informational materials, brochures, layouts, flyers and other materials as needed and/or requested for use in a multitude of environments. Use computer software and other methods and techniques to prepare materials including print, audio/visual, social media and other appropriate vehicles of communication.
2. Create, prepare, edit, maintain and distribute public announcements, news releases and other statements. Work closely with supervisor to determine which events/operations are important to release. Redact or otherwise maintain sensitive information, as appropriate.
3. Develop and encourage new marketing and public outreach opportunities. Solicit, coordinate, prepare and execute projects with external advertising companies to increase awareness of Parking Division's Mission to the public.
4. Plan, coordinate, prepare, contract for and distribute Parking Division customer feedback surveys and compile, analyze, prepare and distribute results.
5. Respond or coordinate response to inquiries from the public, organizations, governmental agencies and other internal or external sources.

20% F. Additional Department Assistance and Commissions

1. Serve as representative of Parking Division on commissions as assigned.
2. Work within the Transportation Department and Traffic Engineering to support as a Public Information Officer to produce materials and news releases, social posts and other duties as assigned.
3. Perform related Parking Division work as assigned

12. **Training and Experience:**

Generally, positions in this classification will require:

Three years of responsible professional multimedia public/community relations experience in the research, development and delivery of a technical (e.g. health, safety environmental) communications program. Such experience would normally be gained after graduation from an accredited college or university with a major in communications, public/community relations, or similar field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the combinations of knowledge, skills, and abilities necessary to perform the duties of these positions will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

13. **Primary knowledge, skills and abilities required:**

Working knowledge of applicable promotional, public relations, and journalism theories, techniques and practices. Working knowledge of print and broadcast media principles and practices. Working knowledge of and ability to use related computer applications, including the use of social media. Knowledge of the Parking Division and its varied programming, terminology and objectives. Ability to effectively communicate, both orally and in writing, with the public, various departments and organizations; to address requests and ensure the accuracy of information. Ability to anticipate, develop, promote and distribute public information and materials connected, in alignment with the department's mission and practices for a broad range of populations. Ability to cultivate and maintain effective working relationships with co-workers, other City staff, and the media. Ability to work effectively with multicultural populations. Ability to provide leadership and to maintain a positive and professional attitude while addressing all situations including complaints, concerns and questions from the public. Ability to produce and promote public information/education events, write accurate news releases and public service announcements and review and edit the related work of others. Ability to compile and disseminate appropriate information about Parking Division activities, events and operations. Ability to organize activities, establish priorities, and meet deadlines. Ability to maintain adequate attendance.

14. **Special tools and equipment required:**

General office equipment including telephones, copiers, computers and scanners. Working knowledge of software programs for creating and designing informational materials and web page management (such as Drupal, Adobe Illustrator, Photoshop, Adobe InDesign or comparable, Microsoft Word and Microsoft Excel), media platforms such as the City of Madison Website Dashboard and News Release System, Facebook, Hootsuite, Twitter and the Google Search Engine and Maps. Ability to learn/use additional programs such as GTViewer, Metric Aslan, IPS Smart Meter system, City Works, AIMS and SharePoint.

15. **Physical requirements:**

Employees will be expected to travel to various parts of the City using City vehicles and physically access parking ramps and other Parking Division property in order to conduct parking studies, attend trainings and meetings.

16. Supervision received (level and type):

Limited general supervision, exercising professional judgment and discretion

17. Leadership Responsibilities:

This position:

- is responsible for supervisory activities (Supervisory Analysis Form attached).
- has no leadership responsibility.
- provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
- I have been provided with this description of my assignment by my supervisor.
- Other comments (see attached).

Kristin Brodowsky
EMPLOYEE

1/12/2021
DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position. I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
- I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
- Other comments (see attached).

William Putnam
SUPERVISOR

1/13/2021
DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.