



Item 4-1

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## STAFFING REPORT

August 21, 2007

WORK AREA	POSITION	HELD BY	COMMENTS
Distribution	Water Utility Operations Leadworker	Vacant (2)	Requested to fill.
	Public Works Maintenance Worker 2	Vacant (1)	Requested to fill as soon as possible.
	Public Works Maintenance Worker 3	Mike Aulik Daniel Nelson	Mr. Aulik and Mr. Nelson began work in the positions 7/15/07.
	Equipment Operator 3	Vacant (3)	We will request to fill the vacancies.
	Equipment Operator 1	Vacant (2)	We will request to fill the vacancies.
	LTE Clerk Typist	Vacant	Using existing list for a short-term project.
Engineering	Water Supply Engineer	Vacant	Recruitment for this position is continuing.
	Engineering Assistant Hourly	Richard Bonomo	Mr. Bonomo started work in the position on 7/17/07.
	Electronics Maintenance Technician	Vacant	We have requested to fill the position.

Current Permanent Staff (FTEs):	116.0
Vacancies:	10.0
Hourly Employees:	
Maintenance	1 PT
Distribution	10 FT
Engineering	6 FT, 2 PT

## WATER PUBLIC INFORMATION OFFICER 2

### CLASS DESCRIPTION

#### General Responsibilities:

This is professional communications and public relations work in planning, coordinating, implementing and supervising a comprehensive communications program for Madison Water Utility. The work involves developing and implementing publicity, public relations, public information and internal communications materials and activities for the Water Utility within a strategic context. Work involves considerable judgment and discretion in identifying, recommending, and implementing public and internal information campaigns. Under the general supervision of the General Manager, the position serves on the Utility's management team and plays a key leadership role in supporting the Utility's mission, goals and objectives through a strategic communications program. This role incorporates the supervision of a subordinate professional with primary responsibility for the Utility's water conservation program.

#### Examples of Duties and Responsibilities:

Manage the planning, development, and implementation of external and internal communications and information programs for the Utility; and maintain, update and coordinate implementation of the Utility's communication plan. Supervise professional and

support staff in the development and implementation of communications and information campaigns and the dissemination of Utility information, including a stand-alone water conservation program. Effectively integrate the involvement of staff in all areas of the communication program as appropriate.

Develop ongoing media relationships and serve as liaison and primary contact for media and other external agencies in public information matters. Set up media on-call system. Conduct and/or coordinate media training and crisis communications training sessions for staff likely to respond to the electronic and print media inquiries. Develop information messages and speaking points and prepare and distribute news releases, information packages and public service announcements to media, external agencies and the public.

Compile, coordinate, edit, prepare, develop, distribute and maintain print and published information for the Utility including, but not limited to, information on the Utility website, a web-based Utility annual report, the annual drinking water quality report, bill stuffers, customer newsletters, brochures, bulletins, listserve information and other information outlets as appropriate, both directly and through subordinates. Review and evaluate Utility publications for quality and effectiveness of communication of drinking water information. Ensure translation and foreign language availability of Utility publications and other communications consistent with City policy and procedures. Coordinate and develop utility-related school curricula.

Compile, coordinate, edit, prepare, develop, distribute and maintain audio/visual information for the Utility including, but not limited to, public service announcements, advertisements, PowerPoint presentations, and audio/video productions for internal and external use both

directly and through subordinates. Review and evaluate Utility audio/visual productions for quality and effectiveness of communication of drinking water information (including water conservation).

Coordinate, schedule, contract for and/or purchase air time for audio/video productions; solicit, coordinate, schedule and assign community speaking engagements and presentations to clubs, organizations, civics groups and school classes; plan, coordinate and execute community events and participation in events, conferences and expositions; meet with and support community groups in facilitating information and actions they desire from the Utility.

Track, manage, coordinate and ensure proper and timely response to general outside request and inquiries of the Utility, including letters, emails and web-based communications. Respond, draft response or forward inquiries to proper staff for response and track responses until issues are resolved. Coordinate proper response to all Open Records requests, including maintaining records and schedules for Open Records requests and serve as the Open Records coordinator for the Utility.

Plan, coordinate, schedule, prepare, contract for and distribute Utility customer feedback surveys and compile, analyze and distribute results. Assemble and coordinate customer, consumer or community focus groups to provide input and recommendations for the Utility's community outreach and communications activities. Respond or coordinate response to surveys/inquiries from water organizations, governmental agencies and other water utilities.

Participate in emergency response training and activities of the Utility and maintenance of the Utility'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 drinking water issues in conjunction with appropriate staff. Participate in related state and county-wide emergency exercises.

Coordinate development, adoption, maintenance and tracking of appropriate benchmarks for the Utility to measure progress toward approved goals and objectives and provide reports on a variety of Utility activities and benchmarks.

Perform related work as required.

## QUALIFICATIONS

### Knowledges, Skills and Abilities:

Thorough knowledge of applicable promotional, public relations, and communication theories, techniques, and practices. Working knowledge of print and broadcast media. Knowledge of related computer applications. Ability to develop, recommend and promote professional public information materials in a strategic context. Ability to communicate effectively both in writing and orally. Ability to cultivate and maintain effective relations with the media. Ability to provide leadership as a member of the management team; and to effectively plan, supervise, and integrate/coordinate the work of subordinates. Ability to produce and promote public information events, write accurate news releases and public service announcements and to review and edit the related work of others. Ability to compile promotional information about drinking water and water conservation. Ability to organize

activities, establish priorities, and meet deadlines. Ability to establish and maintain effective working relationships. Ability to maintain adequate attendance.

**Training and Experience:**

Four 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 with can be demonstrated to result in the possession of the knowledges, skills, and abilities necessary to perform the duties of these positions will also be considered.

**Necessary Special Qualifications:**

Possession of a valid driver's license or the ability to meet the transportation requirements of this position.

Department/Division	Comp. Group	Range
Water Utility	Comp Group	Range

Approved: \_\_\_\_\_

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Roger Goodwin

Date

Interim Human Resources Director

draft

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## WATER PUBLIC INFORMATION OFFICER 1

### CLASS DESCRIPTION

#### General Responsibilities:

This is responsible professional communication, public relations and administrative work in developing, recommending and implementing the Utility's water conservation program as an element of an integrated public information program. Work involves proactive efforts to research, develop, recommend, and implement a comprehensive water conservation program as an element of an integrated and comprehensive public information program. Work is performed independently under the general supervision of the Water Public Information Officer 2, who is responsible for the overall public information program. The employee will participate in broader public information efforts as assigned.

#### Examples of Duties and Responsibilities:

Through research, conferences, site visits and other sources, determine elements available and appropriate for a comprehensive water conservation program for Madison. Develop a comprehensive conservation program plan for presentation to and adoption by the General Manager, Mayor and Board of Water Commissioners.

Manage, administer and coordinate the adopted conservation program.



Participate in the development and implementation of a comprehensive public information program. Develop media relationships, write news releases, prepare public service announcements, etc. as assigned.

Prepare develop and disseminate public information regarding the adopted conservation program, including print and audio/visual materials for publication/presentation on the Utility website, news releases, public service announcements, utility reports, bill stuffers, newsletters, brochures, and presentations to civic groups, school classes, neighborhood groups and at community events and other information outlets as appropriate.

Coordinate with and participate in other City and community conservation and sustainability efforts such as the Natural Step, Green Cities, ENACT, Sustain Dane Rain Barrel Project, etc.

Continually monitor and evaluate conservation program opportunities through professional organizations, governmental agencies and local environmental/conservation groups, apply for appropriate grant funding, and recommend additions and updates to the adopted conservation program.

Perform related work as required.

## QUALIFICATIONS

### Knowledges, Skills and Abilities:

Thorough knowledge of promotional, publicity, marketing, advertising, customer surveying, and public information theories, practices and techniques. Working knowledge of related technical considerations (i.e., relevant to researching and implementing public services). Working knowledge of administrative budgeting and recordkeeping procedures and practices. Working knowledge of print and broadcast media. Knowledge of related computer applications. Ability to develop and implement public information and to make public presentations. Ability to communicate effectively both orally and in writing. Ability to conduct related analysis, to prepare reports, and to maintain records. Ability to obtain agreements through negotiation and discussion. Ability to establish and maintain effective working relations. Ability to prepare and disseminate effective promotional materials and program information. Ability to maintain adequate attendance.

### Training and Experience:

Two 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 knowledges, skills and abilities necessary to perform the duties of this position will also be considered.

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Necessary Special Qualifications:

Possession of a valid driver's license or the ability to meet the transportation requirements of this position.

<b>Department/Division</b>	<b>Comp. Group</b>	<b>Range</b>
Department/Division	Comp Group	Range

Approved: \_\_\_\_\_

Roger Goodwin

Date

Interim Human Resources Director