

FOOD AND ALCOHOL POLICY ADMINISTRATOR

CLASS DESCRIPTION

General Responsibilities:

This is responsible professional work involving food and alcohol policy initiatives for the City of Madison by providing leadership and strategic direction to policymakers and stakeholders regarding policy development, coordination, implementation, and analysis. The position focuses on providing equitable access to healthy, affordable, culturally appropriate food to all communities and developing policies that positively impact the health and well-being of all residents of the City and beyond. Responsibilities include leading the city's efforts in food and alcohol policy, programs, and initiatives by engaging key stakeholders, including elected officials, senior management, and key organizations; directing the work of key policy committees and/or councils; implementing policies, programs, and initiatives relating to food and alcohol on behalf of the City by administering policy changes, managing contracts and projects, and leading initiatives; and, directly advising the Mayor on food and alcohol policy and serving as his or her representative on food and alcohol issues. This position will exercise considerable initiative, under the leadership of the Mayor, in meeting established objectives.

Examples of Duties and Responsibilities:

Administer, implement, coordinate and monitor food-related policies, programs, and initiatives for the City. Work collaboratively with and provide leadership to senior City officials, partners, and other staff to develop and implement city-wide food policies and initiatives. Identify and prioritize food issues, incorporating input from various stakeholders. Identify emerging opportunities and incubate new food initiatives related to Council and Mayoral goals.

Evaluate local and national policies and ordinances related to healthy foods and food access issues to determine how they may contribute to new City policies. Develop and track performance indicators relative to City food policies and initiatives. Advise, brief and provide technical assistance to the Mayor, and other senior officials as necessary, regarding strategic direction and policy changes for local, regional, state, and federal issues relating to food systems. Work with the Public Health Department on the development and implementation of healthy food and food access strategies in the schools. Enlist stakeholder participation in identifying and removing barriers to food access.

Develop and manage contracts for the purchase of services for food-related programming. Manage budget items devoted to food policy, programs, and initiatives, and providing briefings. Develop, manage, oversee, and administer grant programming. Fundraise for food-related programs, initiatives, and/or projects. Administer and coordinate the creation and implementation of a comprehensive alcohol policy for the

City. Recommend policy-level changes to better meet program objectives. Evaluate local and national policies and ordinances related to reducing excessive consumption of alcohol to determine how they may contribute to new alcohol policies. Lead agency collaboration meetings to discuss alcohol-related concerns throughout the City.

Research, develop, and coordinate ordinance and policy changes, working with relevant departments and stakeholders to educate on the changes. Work with policymakers to develop and implement relevant preventive, measurable, evidence-based policies pursuant to the comprehensive alcohol policy.

Coordinate the continued development of systems, including but not limited to ALERT (Alcohol License Enforcement/Emergency Response Team) meetings, to provide early intervention and assistance to alcohol-licensed establishments with developing safety problems. Provide information and consultation to licensed establishments regarding governing ordinances, statutes, and regulations pertinent to their operation.

Provide professional assistance in the development and implementation of tavern safety training programs/courses including, but not limited to, the existing Tavern Safety Training course; and continue the development and administration of a license tracking system. Conduct best practice research and identify available beverage service training. Meet with representatives of the UW-Madison and university community, law enforcement, tavern industry representatives, City agencies, and other groups and individuals to address alcohol-related and substance abuse concerns, and foster preventative strategies.

Assist in administering and coordinating substance abuse prevention programs for the City. Work collaboratively with substance abuse professionals, specialists, and community representatives to maximize community involvement in and to assess needs and impacts of various drug, alcohol, and substance intervention and prevention strategies. Recommend policy-level changes to better meet program objectives. Evaluate local and national policies and ordinances related to reducing substance abuse to determine how they may contribute to new substance abuse policies. Work with the Police Department on the development and implementation of substance abuse prevention strategies in the schools. Work with policymakers to develop and implement relevant preventive, measurable, evidence-based policies pursuant to the comprehensive substance abuse policy.

Attend trainings on trends and best practices relative to alcohol and substance abuse prevention and policies, and healthy food and food access policies.

Conduct public policy related research from national and international sources, and prepare statistical and/or analytic reports and recommendations. Research and prepare statistical and narrative reports to committees for analysis of ordinances and issues.

Provide information and engage in outreach activities pertaining to alcohol use, substance abuse, and food policy issues in the City. Develop and recommend related informational

materials. Maintain and update the City's Alcohol Policy website. Make presentations to various groups to promote program objectives. Serve as media liaison on related issues. Coordinate planning of Mifflin Street Block Party, meeting with community stakeholders. Support Responsible Retailing Forum in Madison.

Provide professional staff support to the Alcohol License Review Committee (ALRC), including by attending ALRC meetings and ALRC sub-committee meetings. Provide follow-up information and materials as requested. Train incoming ALRC committee members. Represent the Mayor's position on issues such as ordinance revisions, applications, etc.

Provide direction, leadership, and professional staff support for the Madison Food Policy Council. Provide strategic direction to the Madison Food Policy Council by guiding the priorities established. Create goals, annual reports, and other guiding document on behalf of the Madison Food Policy Council. Direct the establishment of working groups of the Madison Food Policy Council. Provide professional staff support to each working group.

Develop and maintain relationships with various external stakeholders.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Thorough knowledge of group dynamics and related facilitation skills. Working knowledge of process development and consensus building techniques. Working knowledge of the alcohol industry and the research relating the alcohol misuse and abuse, and familiarity with best practices in addressing issues. Working knowledge of the nature of drug and substance abuse, and techniques used in establishing effective prevention programs. Working knowledge of the literature and resources available to develop local awareness/abuse prevention programming. Working knowledge of local, regional, and national food systems policy and issues, and the history of such policies and their relationship to healthy food access. Working knowledge of public health, nutrition, agricultural, or food systems policy. Working knowledge of application nutrition theory and practices. Working knowledge and ability to use computer software applicable to the duties of the position. Ability to use computers to draft a variety of correspondence and reports, to conduct statistical analyses, and to conduct research. Ability to deal with complex information, to identify problems, and to conduct relevant research and analysis and prepare narrative and statistical reports. Ability to develop and make informational presentations in front of large groups. Ability to facilitate discussion and consider opposing viewpoints. Ability to understand and apply related regulations; and to advise others in their implementation. Ability to identify process stakeholders, to foster their involvement, and to reflect their respective positions in strategic process recommendations. Ability to develop and maintain effective working relationships with co-workers, other City agencies and the public. Ability to communicate effectively both

orally and in writing. Ability to support and advise policy bodies. Ability to assist in policy and ordinance development. Ability to attend meetings outside regular work hours. Ability to work independently and exercise judgment in making decisions. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

Five years experience in health-related policy and/or advocacy work that involves leadership in managing and coordinating large projects, programs, and/or policies. Such experience will normally be gained after graduating from an accredited college or university with a bachelor’s degree in Urban and Regional Planning, Sociology, Political Science, Nutrition, or a related field. Possession of a Master’s Degree in Public Health, Urban and Regional Planning, Public Administration, Public Policy, or a related field can be substituted for two years of experience. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

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

Special Requirements:

The incumbent will be expected to attend meetings and provide presentations outside the normal work schedule, including evenings and weekends.

Department/Division	Comp. Group	Range
Mayor’s Office	18	10

Approved: _____
 Brad Wirtz
 Human Resources Director
 Date