

## **STREETS/PW STRATEGIC INITIATIVES COORDINATOR**

### CLASS DESCRIPTION

#### General Responsibilities:

This is responsible professional and administrative work in the development and coordination of the City's recycling and solid waste diversion programs, in the development and implementation of diverse Streets Division public information and education programs, and conducting research and drafting reports on issues that affect the entire Public Works Division. Under the general supervision of the Streets Superintendent, the employee exercises considerable judgment and discretion in meeting programmatic objectives, both directly and through subordinates.

#### Examples of Duties and Responsibilities:

Develop, recommend and implement a comprehensive public information program for all Streets Division programs. Maintain the Streets Division website and recorded phone message information system. Prepare news releases, reports, flyers, brochures, etc. Respond to requests for information from the media and the general public. Write and produce radio and television advertisements and public service announcements. Present on-air information in a professional manner. Develop and maintain effective working relationships with the media. Maintain up-to-date knowledge of related media coverage to coordinate and/or respond to perspectives in a constructive manner. Monitor local community and media issues and brief Division staff as needed. Provide related expertise as appropriate. Make presentations to diverse civic, governmental, environmental, and related groups consistent with programmatic objectives.

Represent program interests in a wide variety of contexts.

Review and approve building demolition recycling plans. Assist contractors and architects in preparing construction and demolition recycling plans. Approve recycling plans for special events that require street use permits. Assist permit holders in developing event-recycling plans and administer the Streets Division event recycling container program.

Prepare requests for proposals and/or bid specifications for the recycling program. Write grant requests and administer related grants. Research and develop markets for materials that are not currently recycled. Maintain and/or develop enhanced markets as appropriate. Develop and maintain effective working relationships with material processors, end users of recyclables, and groups with an interest in recycling and the diversion of solid waste. Administer the recycling program by maintaining related records (e.g., weights, revenues, participation studies, etc.). Oversee the home compost bin program and other programs designed to reduce solid waste at the source. Coordinate program activities with Dane

County, the Wisconsin Department of Natural Resources, and other government entities. Prepare periodic reports. Conduct marketing surveys.

Under direction of the Street Superintendent, analyze the Streets Division programs and provide expertise in the development and implementation of operational activities. Supervise the process of making recommendations for improving efficiency, customer service and cost effectiveness. Establish evaluation criteria; suggest testing methods and their application. Conduct customer and staff feedback surveys, and lead teams assigned to explore and analyze options. Conduct related statistical analysis and prepare reports. Prepare related grant requests, contract specifications and/or requests for proposals.

Under direction of the Public Works Team Leader, research and report on issues that affect the Public Works Division. Coordinate solid waste planning for the City. Serve as staff resource for the Solid Waste Advisory Committee. Provide highly responsible and complex administrative support to the Public Works Team Leader on a project basis. Meet with the Public Works Team to solicit input regarding strategic initiatives. Recommend strategic initiatives to the Public Works Team based on research. Coordinate implementation of approved strategic initiatives. Initiate and define projects to meet objectives outlined by the Public Works Team.

Administer the appliance and large item fee program. Coordinate information dissemination, sale of permits and related recordkeeping and reporting.

Prepare and present programs in schools and other settings. Develop exhibit materials, material for City Channel presentation and other methods of communicating with the public.

Administer an advertising budget for the Division. Negotiate advertising contracts. Negotiate with the media for free space/time.

Hire, train, assign and supervise subordinate staff.

Perform related work as required.

## QUALIFICATIONS

### Knowledge, Skills and Abilities:

Thorough knowledge of the principles, practices and economics of solid waste recycling and diversion (encompassing both operational and business/marketing activities). Thorough knowledge of promotional, publicity, marketing, advertising, customer surveying, and public relations theories, practices and techniques. Working knowledge of contemporary public works practices, equipment, materials, legal requirements, and management techniques. Working knowledge of related administrative and recordkeeping procedures and practices. Working knowledge of and ability to use computer software applicable to the duties of the position. Ability to develop and/or

oversee the development and implementation of departmental public relations and public education programs; to make public presentations; and to work with the media. Ability to communicate effectively both orally and in writing. Ability to conduct related analysis, to prepare reports, and to maintain records. Ability to oversee the work of subordinates. Ability to obtain agreements through negotiation and discussion. Ability to prepare and disseminate effective promotional materials and program information. Ability to effectively represent program interests. Ability to deal with customer complaints and questions. Ability to work effectively as part of a team. Ability to establish and maintain productive working relationships with City administrative officials, the press, the general public and other governmental and public organizations. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

Five years of directly related professional experience in public information, public relations and marketing incorporating experience in solid waste recycling or a related area, and including conducting research and writing reports on strategic initiatives. Such experience would normally be gained after graduation from an accredited college or university with a Bachelor's Degree or Major in Journalism, Marketing, Resource Management, Business or Public Administration, Economics, or a related field. 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.

<b>Department/Division</b>	<b>Comp. Group</b>	<b>Range</b>
Streets Division	18	12

Approved: \_\_\_\_\_  
 Brad Wirtz  
 Human Resources Director

Date