

## CITY OF MADISON POSITION DESCRIPTION

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

George Dreckmann

Work Phone:

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

Streets/Public Works Strategic Initiatives Coordinator

3. Working Title (if any):

4. Name & Class of First-Line Supervisor:

Chris Kelley-Streets Superintendent

Work Phone:

5. Department, Division & Section:

Streets Division

6. Work Address:

7. Hours/Week:

Start time:            End time:

8. Date of hire in this position:

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

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10. Position Summary:

This is responsible professional and administrative work in the development and implementation of the Streets Division operational initiatives including and the development and implementation of diverse Streets Division public information and education programs. The position also provides support and direction to the Public Works Team on solid waste issues and other projects. Under the general supervision of the Streets Superintendent, the employee exercises considerable judgment and discretion in meeting programmatic objectives, both directly and through subordinates.

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

- 30%    A.        Under direction of the Street Superintendent, analyze the Streets Division programs and provide expertise in the development and implementation of operational activities.
1. Implement and maintain a process for improving efficiency, customer service and cost effectiveness.
  2. Establish evaluation criteria; suggest testing methods and their application.
  3. Conduct customer and staff feedback surveys, and lead teams assigned to explore and analyze options.

4. Conduct related statistical analysis and prepare reports.
  5. Prepare related grant requests, contract specifications and/or requests for proposals.
- 25% B. Work with the Public Work Team on solid waste issues and other projects as approved by the Public Works Team Leader.
1. Coordinate solid waste planning for the City.
  2. Provide highly responsible and complex administrative support to the Public Works Team Leader on a project by project basis.
  3. Work closely with other units of government on a variety of projects.
  4. Meet with the Public Works Team to solicit input regarding strategic initiatives.
  5. Recommend strategic initiatives to the Public Works Team based on research.
  6. Coordinate implementation of approved strategic initiatives. Initiate and define projects to meet the objectives outlined by the Public Works Team.
- 20% C. Develop and manage the City's recycling and solid waste diversion programs.
1. Oversee the home compost bin program and other programs designed to reduce solid waste at the source.
  2. Coordinate program activities with Dane County, the Wisconsin Department of Natural Resources, and other government entities.
  3. Research and develop markets for materials that are not currently recycled. Maintain and/or develop enhanced markets as appropriate.
  4. Administer the recycling program by maintaining related records (e.g., weights, revenues, participation studies, etc.).
  5. 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.
  6. Review and approve building demolition recycling plans. Assist contractors and architects in preparing construction and demolition recycling plans.
  7. 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.
  8. Conduct marketing surveys.
  9. Prepare requests for proposals and/or bid specifications for the recycling program.
  10. Write grant requests and administer related grants.
  11. Serve as staff resource for the Solid Waste Advisory Committee.
  12. Prepare periodic reports.
- 15% D. Develop and implement a comprehensive public information program for all Streets Division programs.
1. Maintain the Streets Division website and recorded phone message information system.
  2. Prepare news releases, reports, flyers, brochures, etc.
  3. Respond to requests for information from the media and the general public.
  4. Write and produce radio and television advertisements and public service announcements.
  5. Present on-air information in a professional manner.
  6. Develop and maintain effective working relationships with the media.
  7. Maintain up-to-date knowledge of related media coverage to coordinate and/or respond to perspectives in a constructive manner.
  8. Monitor local community and media issues and brief Division staff as needed.
  9. Make presentations to diverse civic, governmental, environmental, and related groups consistent with programmatic objectives.
  10. Prepare and present programs in schools and other settings.
  11. Develop exhibit materials, material for City Channel presentation and other methods of communicating with the public.
  12. Administer an advertising budget for the Division. Negotiate advertising contracts. Negotiate with the media for free space/time.
  13. Provide related expertise as appropriate.

- 10% E. Perform other related tasks at the direction of the Streets Superintendent.
1. Hire, train, assign and supervise subordinate staff.
  2. Administer the appliance and large item fee program. Coordinate information dissemination, sale of permits and related recordkeeping and reporting.
  3. Perform related work as required.

12. Primary knowledge, skills and abilities required:

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. Thorough knowledge of and ability to use computer software applicable to the duties of the position. Working knowledge of public works programs and activities, and their impact on City operations. Working knowledge of related administrative and recordkeeping procedures and practices. Ability to develop and implement a comprehensive public information program; to make public presentations; and to work with the media. Ability to use computers to disseminate information, including developing presentations and using social 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 maintain adequate attendance.

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13. Special tools and equipment required:

14. Required licenses and/or registration:

15. Physical requirements:

16. Supervision received (level and type):

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).

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EMPLOYEE

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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).

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SUPERVISOR

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DATE

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