

PARKING COMMUNITY OUTREACH SPECIALIST

CLASS DESCRIPTION

General Responsibilities

This is professional communications and public relations work on behalf of the City of Madison Parking Utility. The work involves designing and producing public information, social media, educational, and internal communications materials and activities for the Parking Utility under the general supervision of the Parking Utility Engineer. Duties include public relations, public contact and customer service, social media, and maintaining internal/external communications and materials for the Parking Utility. Work involves considerable judgment and discretion with relation to customer service and technical support within the Parking Utility, and serves as back up for the Street Use Staff Commission.

Examples of Duties and Responsibilities

Compile, develop, design, draft, distribute, edit, and maintain both print and electronic information for the Parking Utility, including but not limited to informational materials, brochures, layouts, signs, flyers, permits, office forms 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.

Develop and encourage new marketing and public outreach opportunities. Solicit, coordinate, prepare and execute projects with external advertising companies to increase awareness of Parking Utility's Mission to the public.

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.

Plan, coordinate, prepare, contract for and distribute Parking Utility customer feedback surveys and compile, analyze, prepare and distribute results.

Work with Information Technology to develop, design, edit and maintain the Parking Utility's web presence through the website and social media platforms. Design, prepare, edit, and maintain the Parking Utility department website. Continuously organize/adjust content to improve clarity, quality and equity. Review and evaluate site content and information for quality, accuracy, user-friendly capabilities and effectiveness to the Utility's public outreach goals.

Develop, coordinate and post content using various social media platforms, reviewing and evaluating for quality and effectiveness of communication. Determine the applicable social media sites to the Parking Utility's ability and need to disseminate information to the public.

Plan, coordinate, schedule, create and publish official news/press releases related to Parking Utility projects, programs, updates and changes in ordinances.

Respond to informational requests from the media and the general public as they relate to requests, feedback and on-going concerns. Track, manage, coordinate and ensure proper and timely response to general outside requests and inquiries of the Parking Utility, including letters, emails and web-based communications.

Serve as a Main Public Contact for the Parking Utility. Provide accurate information and/or solutions to the public regarding various services, programs and operations, including but not limited to, the Residential Permit Parking program, malfunctioning parking meters, refunds for on-street meters and garages, parking citation reviews, street occupancy permits, issuance of meter hoods and no parking signs, receipts and other related parking problems, complaints, criticisms, and questions.

Research, create, maintain and review customer agreements. Distribute information and publications using a multitude of software programs and systems for a range of Parking Utility programming.

Respond to inquiries from other City Departments regarding information, material needs and project questions. Participate, plan, coordinate and execute work with various departments (Police Department, Engineering, Madison Metro, Parks, etc.) for larger scale project closures, constructions, events and relocations.

Assign duties and/or projects to front office transportation and other staff. Oversee finished work to ensure accuracy and quality of the Parking Utility services to its customers and public.

Gather information relative to public requests for parking changes, RP3/RPO requests and other Parking Utility services.

Coordinate with Transportation Engineering, City Engineering, Streets Division, Madison Metro and other departments to meet the needs of City project management. Compile, organize, prioritize, research and determine eligibility regarding permitting requests from various internal and external departments, agencies and businesses.

Issue permits, signs and meter hoods for temporary loading zones. Ensure accuracy of information disseminated to clients and customers so as to be consistent with City ordinances, policy and procedures, utilizing customer service best practices. Issue work orders including, but not limited to parking removal, hooding, signing, Street Occupancy, meter complaints, citation review requests, etc.

Oversee the implementation and progress of programming systems for public use. Establish training processes, collaborate and provide informational documents for public and internal use. Update practices to modernize outdated paper systems and forms.

Conduct periodic and special parking field studies to collect data in such areas as parking space vacancy, parking enforcement and compliance, commuter impact on residential streets, etc. Some studies are conducted outside regular work hours.

Perform related work as required.

QUALIFICATIONS

Training and Experience

Generally, positions in this classification will require:

One year of professional multimedia public/community relations experience in the 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 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.

Knowledge, Skills and Abilities

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 Utility and its varied programming, terminology and objectives. Ability to effectively communicate, both in writing and orally, with the public, other departments and organizations, and the front office staff, to address requests and ensure the completion of tasks. Ability to anticipate needs, develop and the distribution of public information in alignment with the departments mission and practices for a broad range of multi-cultural populations. Ability to develop, recommend and promote professional public information materials in a strategic context in keeping with the utility's missions and goals. Ability to communicate effectively both in writing and orally. 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 plan, direct and supervise assigned work to front office personnel. Ability to compile and disseminate appropriate information about Parking Utility activities, events and operations. Ability to organize activities, establish priorities, and meet deadlines. Ability to maintain adequate attendance.

Necessary Special Qualifications:

Possession of a valid driver's license.

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

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 Utility property in order to conduct parking studies, attend trainings and meetings.

Department/Division	Compensation Group	Range
Parking Utility	18	04