

CITY OF MADISON POSITION DESCRIPTION

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

Amy Barrilleaux

Work Phone: 266-9129

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

Water Utility Public Information Officer 2

3. Working Title (if any):

4. Name & Class of First-Line Supervisor:

Tom Heikkinen-Water Utility General Manager

Work Phone: 266-4652

5. Department, Division & Section:

Water Utility

6. Work Address:

119 E. Olin Ave.

7. Hours/Week: 38.75

Start time: 8:00 am End time: 4:30 pm

8. Date of hire in this position:

April 2013

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

April 2016

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10. Position Summary:

This is professional communications and public relations work in planning, coordinating, and implementing a comprehensive communications and water conservation program for the 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.

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

- 30% A. Plan, develop, implement and maintain the print, electronic, and audio/visual communication and information programs for the Water Utility incorporating both general and special information/communication needs.
1. Develop ongoing media relationships and serve as liaison and primary contact for media and other external agencies in public information/education matters.
 2. Set up media on-call system.
 3. Conduct and/or coordinate media training and crisis communications training sessions for staff likely to respond to the electronic and print media inquiries.
 4. 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.
 5. 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.
 6. 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.
 7. Review and evaluate Utility publications and audio/visual productions for quality and effectiveness of communication of drinking water information.
 8. Coordinate, schedule, contract for and/or purchase air time for audio/video productions.
 9. Ensure translation and foreign language availability of Utility publications and other communications consistent with City policy and procedures.
 10. Oversee all electronic communication, including social media (Instagram, Twitter, Facebook), email lists, YouTube channel and web-based content marketing ("Inside MWU").
 11. Develop and execute crisis communication plan; oversee emergency email alert and text alert notification systems.
 12. Develop and execute community outreach strategy for major public works projects; track community engagement as a given project progresses.
 13. Create and implement annual Strategic Communication Plan, aimed at promoting key water utility initiatives and meeting specific goals.
 14. Track the success of overall communication strategy through website analytics, web page feedback, social media analytics, program participation, media mentions and earned media.
 15. Oversee work of outreach specialist employee and intern.
- 25% B. Build community partnerships. Solicit, coordinate, schedule and assign, and perform community speaking engagements and presentations to clubs, organizations, civic groups, neighborhood associations and school classes.
1. Plan, coordinate and execute community events and participation in events, conferences and expositions.
 2. Meet with and support community groups in facilitating information and actions they desire from the Utility.
 3. Coordinate and develop utility-related school curricula.
 4. Assemble and coordinate customer, consumer or community focus groups to provide input and recommendations for the Utility's community outreach and communications activities.
 5. Create and manage Water Wagon community outreach initiative, including marketing and promotion.
 6. Create and manage community outreach internship program, aimed at promoting water conservation.
 7. Build and maintain partnerships with community groups focused on sustainability outreach and messaging.

8. Manage the "Got Water" initiative in partnership with the Healthy Kids Collaborative of Dane County and Madison Metropolitan School District.

- 25% C. Develop, manage, administer and coordinate a comprehensive water conservation program plan for the Water Utility.
1. Through research, conferences, site visits and other sources, determine elements available and appropriate for a comprehensive water conservation program for Madison.
 2. Develop a comprehensive conservation program plan for presentation to and adoption by the General Manager, Mayor and Water Utility Board
 3. Prepare, develop and disseminate public information regarding the adopted conservation program, including print and audiovisual 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.
 4. Coordinate with and participate in other City and community conservation and sustainability efforts such as the Natural Step, Green Cities, REAP Food Group, Clean Lakes Alliance, Sustain Dane, etc.
 5. Continually monitor and evaluate conservation program opportunities through professional organizations, governmental agencies and local environmental/conservation groups.
 6. Apply for appropriate grant funding for water conservation.
 7. Recommend additions and updates to the adopted conservation program.
 8. Guide communication and media relations strategy for the Wisconsin Salt Wise coalition.
 9. Grow public participation in Madison Water Utility conservation programs through targeted marketing and promotion.

- 10% D. Coordinate Water Utility efforts as they relate to customer requests, feedback, and on-going concerns.
1. 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.
 2. Respond, draft response or forward inquiries to proper staff for response and track responses until issues are resolved.
 3. 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.
 4. Plan, coordinate, schedule, prepare, contract for and distribute Utility customer feedback surveys and compile, analyze and distribute results.
 5. Respond or coordinate response to surveys/inquiries from water organizations, governmental agencies and other water utilities.
 6. Act as utility spokesperson for general media inquiries.

- 10% E. Perform administrative tasks as assigned.
1. Participate in emergency response training and activities of the Utility and maintenance of the Utility's emergency response plan.
 2. 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.
 3. Coordinate the 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.
 4. Perform related work as required.

12. Primary knowledge, skills and abilities required:

Thorough knowledge of applicable promotional, public relations, and communication theories, techniques, and practices. Working knowledge of print and broadcast media. Working knowledge of related computer applications and social media. 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. Ability to produce and promote public information/education 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.

13. Special tools and equipment required:

14. Required licenses and/or registration:

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

15. Physical requirements:

16. Supervision received (level and type):

General supervision from the executive level.

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).



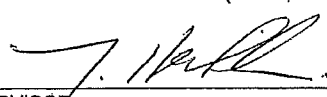
EMPLOYEE

4/28/17

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).



SUPERVISOR

4/27/17

DATE

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