

## CITY OF MADISON POSITION DESCRIPTION

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

Johanna Johnson

Work Phone: 264-9274

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

To be determined

3. Working Title (if any):

Engineering Division Community Outreach Specialist

4. Name & Class of First-Line Supervisor:

Mike Dailey, Deputy City Engineer

Work Phone: 266-4058

5. Department, Division & Section:

Engineering Division

6. Work Address:

City County Building, Room 115

7. Hours/Week: 38.75

Start time: 8:00 AM      End time: 4:30 PM

8. Date of hire in this position:

April 2, 2013

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

April 2, 2013

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10. Position Summary:

This is professional communications and community outreach work for the Engineering Division. The work involves developing and managing the "Adopt A Median" Program; designing and producing print and internet materials for public information programs; writing and editing content for business correspondence, press releases and social media channels. This position also provides administrative support for Public Works Contract Administration and Private Development Program Administration.

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

30%    A. Manage Adopt A Median Program

1. Review inventory of islands, attempt to find adopting organizations.
2. Promote program through direct phone contact with neighborhood leaders, print, Internet and social media.

3. Ensure waiver forms are on file with City for volunteers. Provide general guidelines to volunteers; provide safety equipment to volunteers; reimburse adopting organizations for some expenses. Maintain regular email contact with adopting organizations.
  4. Address concerns about medians reported by citizens or City staff
  5. Maintain median database.
- 25 % B. Public Information/Relations
1. Write, edit and distribute press releases for the Engineering Division.
  2. Write articles, edit, publish and distribute Stormwater Utility newsletter.
  3. Write or edit formal correspondence for City Engineer.
  4. Write and/or edit content to distribute through City list serves, other email groups (ad for bid, weed spraying along railroad tracks).
  4. Design, write, edit and publish brochures for Engineering programs including, but not limited to, Adopt A Median, Public Works Contracting, Sidewalk, and Street Resurfacing.
  5. Prepare PowerPoint presentations for program areas as needed.
  6. Compile documents, write and edit reports.
  7. Write, edit and/or design content for special projects, such as Mayoral Bike Summit.
- 15 % C. Oversee and manage Public Works Contract bid process to bid opening
1. Prepare Advertisements for Bids and public hearings; Prepare and distribute contract addendums during bid phase; perform contract assembly and posting of contracts for bid.
  2. Administer contract bidding through an electronic bid program. Create and revise electronic bid templates as needed to efficiently administer the bid process. Assist Public Works Contractors with the bid process including assistance with the electronic bid software.
  3. Prepare and mail formal notification of Public Hearings and other Public meetings.
  4. Issue Plans and Specifications.
  5. Route and track contracts for City execution.
  6. Train and advise lower-level staff on procedures.
  7. Perform related work as required.
- 15 % D. Provide administrative, technical and clerical support to the Private Development Program Administration
1. Responsible for Plan Review Routing. Independently process incoming development proposals and prepare them for routing to review staff within the Engineering Division. Track routing process to ensure schedule conformance. Review, edit and assemble review comments in a timely manner for the approval of the Program Engineer and City Engineer.
  2. Issue Development Plans and Plan revisions. Establish a formal process to provide for timely, accurate and complete issuance of these plans.
  3. Establish and maintain private development projects in Access and Accela databases as well as related filing and recordkeeping for the Private Development Program.
  4. Establish process for tracking and issuing surety renewal letters and formal letters of acceptance. Ensure surety letters are accurate, complete and current; file originals for easy retrieval. Implement related administrative processes.
  5. Prepare preliminary and accepting resolutions for Private Development Contracts.
  6. Prepare preliminary drafts of Private Development Contracts and Schedules for review of the Program Engineer and/or City Engineer.
  7. Track and maintain data in Accela or related database for Impact Fees. Process Impact Fee payments and assist in establishing a formal program for Impact Fee tracking and collection.
  8. Maintain database of permit holds. Assist with maintaining accurate records.
- 15% E. Payroll Clerk and General Office Duties
1. Perform bi-weekly payroll entry for Main Office staff.
  2. Prepare post card mailings for Street and Sewer Design Sections.
  3. Answer phone calls; Resolve caller's inquiry or direct to staff as needed.
  4. Staff Committee on Environment (prepare agenda and minutes)
  4. Order office supplies.

5. Learn duties of other office administrative staff for purposes of backup capability, such as processing prequalification applications, staffing Board of Public Works and preparing meeting minutes in Legistar.

12. Primary knowledge, skills and abilities required:

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 related computer applications, including the use of social media. Ability to develop, recommend and promote professional public information materials in a strategic context in keeping with the Engineering Division's missions and goals. Ability to communicate effectively both in writing and orally. Ability to produce and promote public information/education events, write accurate news releases and email alerts and to review and edit the related work of others.

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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):

Minimal supervision received from the City Engineer or Deputy City Engineer. The incumbent is given assignments, scope is reviewed when necessary, then assignments are completed independently.

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:

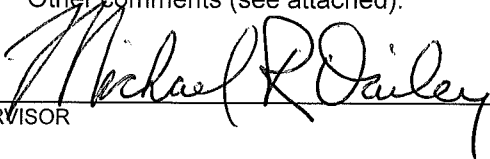
I prepared this form and believe that it accurately describes my position.  
 I have been provided with this description of my assignment by my supervisor.  
 Other comments (see attached).

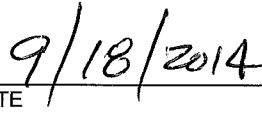
Johanna Johnson  
EMPLOYEE

9/18/14  
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

  
\_\_\_\_\_  
DATE

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