

CITY OF MADISON POSITION DESCRIPTION

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

Mark Woulf

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

Food and Alcohol Policy Coordinator
3. Working Title (if any):
4. Name & Class of First-Line Supervisor:

Mayor

Work Phone:
5. Department, Division & Section:

Mayor's Office
6. Work Address:

210 MLK Jr. Blvd
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:

10. Position Summary:

This is responsible professional work in the development, facilitation, coordination and implementation of integrated city-wide policies regarding alcohol use (both within the purview of the Alcohol License Review Committee, as well as in other venues), substance abuse, and healthy foods and food access-related issues. This work requires considerable skill in bringing together stakeholders (e.g., the ALRC, representatives of UW-Madison and the university community, alcohol-licensed establishments, law enforcement, Madison Metropolitan School District, and other entities) in identifying proactive strategies and responding to related issues. This position will exercise initiative, under the leadership of the Mayor, in meeting established objectives.

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

- 20% A. Coordinate implementation of a comprehensive alcohol policy for the City.
1. Utilize input from groups such as: Alcohol License Review Committee, the Madison Police Department, the University of Wisconsin-Madison and other entities.

2. Recommend policy-level changes to better meet program objectives.
 3. Evaluate local and national policies and ordinances related to reducing excessive consumption of alcohol to determine how they may contribute to new alcohol policies.
 4. Work with policymakers to develop and implement relevant preventive, measurable, evidence-based policies pursuant to the comprehensive alcohol policy.
 5. Coordinate the continued development of systems, including but not limited to ALERT (Alcohol License Enforcement/Emergency Response Team) meetings, to provide early intervention and assistance to alcohol-licensed establishments with developing safety problems.
 6. Provide information and consultation to licensed establishments regarding governing ordinances, statutes, and regulations pertinent to their operation.
 7. Research, develop, and coordinate ordinance and policy changes, working with relevant departments and stakeholders to educate on the changes.
 8. Research and prepare statistical and narrative reports to committees for analysis of ordinances and issues. Make related presentations.
 9. Lead agency collaboration meetings to discuss alcohol-related concerns throughout the City.
- 20% B. Assist in administering and coordinating substance abuse prevention programs for the City.
1. Work collaboratively with substance abuse professionals, specialists, and community representatives to maximize community involvement in and to assess needs and impacts of various drug, alcohol, and substance intervention and prevention strategies.
 2. Recommend policy-level changes to better meet program objectives.
 3. Evaluate local and national policies and ordinances related to reducing substance abuse to determine how they may contribute to new substance abuse policies.
 4. Work with the Police Department on the development and implementation of substance abuse prevention strategies in the schools.
 5. Work with policymakers to develop and implement relevant preventive, measurable, evidence-based policies pursuant to the comprehensive substance abuse policy.
 6. Attend trainings on trends and best practices relative to substance abuse prevention and policies.
- 40% C. Assist in administering and coordinating food access and health programs for the City.
1. Work collaboratively with senior City officials, partners, and other staff to develop and implement city-wide food initiatives.
 2. Identify emerging opportunities and incubate new food initiatives related to Council and Mayoral goals.
 3. Enlist stakeholder participation in identifying and removing barriers to food access.
 4. Evaluate local and national policies and ordinances related to healthy foods and food access issues to determine how they may contribute to new City policies.
 5. Work with the Public Health Department on the development and implementation of healthy food and food access strategies in the schools.
 6. Attend trainings on trends and best practices relative to healthy food and food access policies.
 7. Develop and track performance indicators relative to City food policies and initiatives.
- 10% D. Provide information and engage in outreach activities pertaining to alcohol use, substance abuse, and food policy issues in the City.
1. Provide professional assistance in the development and implementation of tavern safety training programs/courses including, but not limited to, the existing Tavern Safety Training course; and continue the development and administration of a license tracking system.
 2. Conduct best practice research and identify available beverage service training. Research and recommend related practices (i.e., the most effective age validation procedures).
 3. Meet with representatives of the UW-Madison and university community, law enforcement, tavern industry representatives, City agencies, and other groups and individuals to address alcohol-related and substance abuse concerns, and foster preventative strategies.
 4. Conduct public policy related research from national and international sources, and prepare statistical and/or analytic reports and recommendations. Develop and recommend related informational materials.

5. Compile information for the annual review of legislation and programs (i.e., the Alcohol License Density Ordinance).
6. Maintain and update the City's Alcohol Policy website.
7. Make presentations to various groups to promote program objectives. Serve as media liaison on related issues.
8. Work with the City Grant Writer to prepare grant applications and funding requests to support program activities.
9. Promote and communicate the City's food agenda to the public by clarifying city-wide resources on access to local, healthy food, sharing progress on city-wide food initiatives and Council activities, and launching campaigns to promote local purchases of fresh food in partnership with appropriate City agencies and partners.
10. Conduct food information sessions and workshops.
11. Coordinate planning of Mifflin Street Block Party, meeting with community stakeholders.
12. Support Responsible Retailing Forum in Madison.

- 10% E. Provide professional staff support to the Alcohol License Review Committee (ALRC).
1. Attend ALRC meetings.
 2. Coordinate and attend ALRC sub-committee meetings.
 3. Provide follow-up information and materials as requested.
 4. Train incoming ALRC committee members.
 5. Represent the Mayor's position on issues such as ordinance revisions, applications, etc.
 6. Perform related work as required.

12. Primary knowledge, skills and abilities required:

Thorough knowledge of group dynamics and related facilitation skills. Working knowledge of process development and consensus building techniques. Working knowledge of the nature of drug, alcohol, substance abuse and techniques used in establishing effective prevention programs. Working knowledge of the literature and resources available to develop local awareness/abuse prevention programming. Working knowledge of public health, nutrition, agricultural, or food systems policy. Working knowledge of application nutrition theory and practices. Working knowledge and ability to use computer software applicable to the duties of the position. Ability to conduct related research, and develop statistical and narrative reports and recommendations. Ability to develop and make informational presentations in front of large groups. Ability to facilitate discussion and consider opposing viewpoints. Ability to understand and apply related regulations; and to advise others in their implementation. Ability to identify process stakeholders, to foster their involvement, and to reflect their respective positions in strategic process recommendations. Ability to develop and maintain effective working relationships with co-workers, other City agencies and the public. Ability to communicate effectively both orally and in writing. Ability to support and advise policy bodies. Ability to maintain adequate attendance.

13. Special tools and equipment required:

14. Required licenses and/or registration:

15. Physical requirements:

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

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).

EMPLOYEE

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.