

## CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):  
Mark Woulf  
Work Phone: 264-9295
2. Class Title (i.e. payroll title):  
Food and Alcohol Policy Coordinator
3. Working Title (if any):  
Director of Food and Alcohol Policy (Food and Alcohol Policy Administrator)
4. Name & Class of First-Line Supervisor:  
Paul Soglin, Mayor  
Work Phone: 266-4611
5. Department, Division & Section:  
Mayor, 08
6. Work Address:  
210 Martin Luther King, Jr. Blvd.
7. Hours/Week: 45  
Start time: Varies      End time: Varies
8. Date of hire in this position:  
January 2011
9. From approximately what date has employee performed the work currently assigned:  
March 2012

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10. Position Summary:

This position will direct food and alcohol policy work for the City of Madison by providing leadership and strategic direction to policymakers and stakeholders including, but not limited to, policy development, coordination, implementation, and analysis. The position will have an intense focus on providing equitable access to healthy, affordable, culturally appropriate food to all communities and developing policies that positively impact the health and well-being of all residents of the City of Madison and beyond. The responsibilities include leading the city's efforts in food and alcohol policy, programs, and initiatives by engaging key stakeholders, including elected officials, senior management, and key organizations; directing the work of key policy committees and/or councils; implementing policies, programs, and initiatives relating to food and alcohol on behalf of the city by administering policy changes, managing contracts and projects, and leading initiatives; and, directly advising the Mayor on food and alcohol policy and serving as his or her

representative on food and alcohol issues. The work is performed in the Mayor's Office and will require extraordinary hours outside of normal business hours, including night and evening meetings, travel, and weekend commitments.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)
  - A 50%--Direct, manage, implement, coordinate, and monitor food-related policies, programs, and initiatives across city departments and the community.
    - 1) Manage and coordinate the creation and implementation of food policies across City departments and the community. Duties include directing key city staff that are assigned to food issues.
    - 2) Develop and manage contracts for the purchase of services for food-related programming on behalf of the city. Duties include the development of Requests of Quotations, Proposals, etc., managing the selection process, both internally and externally, and the issuance and management of contracts.
    - 3) Develop, manage, oversee, and administer grant programming on behalf of the city for food-related activities. Duties include managing the City of Madison SEED Grant Program by writing contracts with grantees, evaluating the funded programs, and overseeing the use of city resources devoted to project/program. May include future grant funding activities.
    - 4) Lead an interdepartmental staff group of senior officials to direct strategic efforts relating to the implementation of food-related policies, initiatives, or programs.
    - 5) As necessary, fundraise on behalf of the city for funding of food-related programs, initiatives, and/or projects. Duties include providing leadership to organizations that have a relationship with the city to provide services by assisting in securing private funding for initiatives (e.g. incentive programs, community gardens, etc.).
    - 6) Identify and prioritize food issues as part of managing and implementing strategic food plan, incorporating input from city departments, the Madison Food Policy Council, the Dane County Food Council, and Public Health Madison and Dane County.
    - 7) Advise, brief, and provide technical assistance to the Mayor, and other senior officials as necessary, regarding strategic direction and policy changes for local, regional, state, and federal issues relating to food systems.
    - 8) Provide direct staffing to the Mayor for both local and national events, conferences, and meetings that pertain to the advancement of food-related policies and/or initiatives.
    - 9) Develop and maintain relationships with external stakeholders, including, but not limited to, organizations, networks, coalitions, associations, that are key to advancing food policy.
    - 10) Manage city resources (budget items) devoted to food policy, programs, and initiatives by developing proposals and monitoring their progress through the city process including attending all necessary capital and operating budget meetings and providing briefings to city staff and policymakers on the various proposals. Duties will include tracking the progress of each initiative and providing critical information to the Mayor and Common Council on the progress of each food-related item in the city budget. The position is lead on all food-related budget items in the city and is expected to have a complete knowledge of the city budget, especially as it pertains to food.
    - 11) Evaluate current and proposed city and national policies through research to determine the efficacy of approaches and develop and deliver presentations to relevant staff and stakeholders on the issue.
    - 12) Supervise and direct staff and/or interns when funding is available through the city and/or grant funding to advance city food policy.

- B 25%--Coordinate implementation of a comprehensive alcohol policy for the City.
- 1) Manage and coordinate the creation and implementation of food policies across City departments and the community. Duties include directing key city staff that are assigned to alcohol issues.
  - 2) Develop and maintain relationships with external stakeholders, including, but not limited to, organizations, networks, coalitions, associations, that are key to advancing alcohol policies.
  - 3) Recommend policy-level changes to better meet program objectives and guide changes through the legislative process.
  - 4) Evaluate local and national policies and ordinances related to reducing excessive consumption of alcohol to determine how they may contribute to new alcohol policies.
  - 5) Work with policymakers to develop and implement relevant preventive, measurable, evidence-based policies pursuant to the comprehensive alcohol policy.
  - 6) Coordinate the continued development of systems and meetings to provide early intervention and assistance to alcohol-licensed establishments with developing safety problems.
  - 7) Provide information and consultation to licensed establishments regarding governing ordinances, statutes, and regulations pertinent to their operation.
  - 8) Research, develop, and coordinate ordinance and policy changes, working with relevant departments and stakeholders to educate on the changes.
  - 9) Research and prepare statistical and narrative reports to committees for analysis of ordinances and issues. Make related presentations.
  - 10) Lead agency collaboration meetings to discuss alcohol-related concerns throughout the City.
- C 20%--Provide direction, leadership, and professional staff support for the Madison Food Policy Council.
- 1) Provide strategic direction to the Madison Food Policy Council by guiding the priorities established. Duties include creating documents, such as goals, annual reports, and other guiding document on behalf of the Madison Food Policy Council.
  - 2) Provide professional staff support to the Madison Food Policy Council. Duties include developing agendas, minutes, other document as requested for monthly meetings of the Madison Food Policy Council, and recruiting and advising on appointments to the body.
  - 3) Direct the establishment of working groups of the Madison Food Policy Council based on the priority areas established that are comprised of at least two and up to five members of the Madison Food Policy Council and may include other stakeholders as requested/required to complete the mission of each work group.
  - 4) Provide professional staff support to each working group of the Madison Food Policy Council as needed to carry out the mission of each group. Duties may include the setting of agendas and taking minutes, scheduling meetings, and generally guiding the work.
- D 5%--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:

Knowledge of local, regional, and national food systems policy and issues, and the history of such policies and their relationship to healthy food access. Knowledge of the alcohol industry and the research relating the alcohol misuse and abuse and familiarity with best practices in addressing issues. Strong leadership skills in working collaboratively within an office setting and an ability to motivate internal staff. Strong leadership and high comfort in working with the community in various settings. Ability to work independently and exercise judgment in making decisions on a day-to-day basis. Strong written and oral skills, comfort in frequent public speaking, and ability to write in various styles and contexts. Ability to supervise and manage subordinates when necessary. Working knowledge and ability to use computer software applicable to the position. Ability to conduct research and develop and make presentations on the subject. 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 agencies, and the public. Flexibility with change.

13. Special tools and equipment required:

No

14. Required licenses and/or registration:

No

15. Physical requirements:

No

16. Supervision received (level and type):

This is a highly independent position that reports directly to the Mayor.

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).

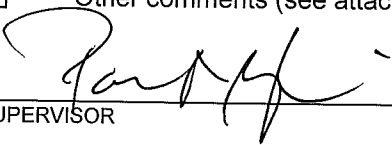
EMPLOYEE

DATE

12/18/14

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

12/18/14  
\_\_\_\_\_  
DATE

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