

CITY OF MADISON POSITION DESCRIPTION

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

Vacant

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

Parking Outreach Specialist

3. **Working Title (if any):**

4. **Name & Class of First-Line Supervisor:**

Bill Putnam, Parking Engineer 4

Work Phone: 266-6528

5. **Department, Division & Section:**

Department of Public Works and Transportation, Parking Division

6. **Work Address:**

30 W. Mifflin St, Suite 900
Madison, WI 53703

7. **Hours/Week:**

Standard schedule is Monday through Friday from 8:00 a.m. and 4:30 p.m. After hours work including evenings and weekends as required.

8. **Date of hire in this position:**

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

10. **Position Summary:**

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. Coordinate with the City Information Technology staff on documents to maintain consistency in language and information.

This work is characterized by structured and/or closely reviewed professional assignments and includes both ongoing and special project assignments in the office and

field. Under limited supervision, employees are expected to exercise professional judgment and discretion within established parameters.

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

25% A. Create and Maintain Informational Materials

1. Compile, develop, design, draft, distribute, edit, and maintain both print and electronic information for the Parking Utility, included 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.
2. 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.
3. 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.
4. Plan, coordinate, prepare, contract for and distribute Parking Utility customer feedback surveys and compile, analyze, prepare and distribute results.
5. Respond or coordinate response to inquiries from the public, organizations, governmental agencies and other internal or external sources.

25% B. Maintain Department Webpage and Media Outreach

1. 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.
2. Review and evaluate site content and information for quality, accuracy, user-friendly capabilities and effectiveness to the Utility's public outreach goals.
3. Develop, Coordinate and post content using various social media platforms, reviewing and evaluating for quality and effectiveness of communication. Determine the applicability social media sites to the Parking Utility's ability and need to disseminate information to the public.
4. Plan, coordinate, schedule, create and publish official news/press releases related to Parking Utility projects, programs, updates and changes in ordinances.
5. 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.

25% C. Serve as a Main Public Contact for the Parking Utility

1. 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.
2. Attend briefings and other meetings to maintain up-to-date timely information on departmental events and operations in order to provide relevant public information.
3. 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.
4. 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.
5. 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.

13% D. Program Support

1. Gathering information relative to public requests for parking changes, RP3/RPO requests and other Parking Utility services.
2. 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.
3. 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.
4. Issue work orders including, but not limited to parking removal, hooding, signing, Street Occupancy, meter complaints, citation review requests, etc.

7% E. Implement Programs that will Improve Processes

1. Continue to address the growing needs of the Parking Division in an effort to create a modernized and useful system of processes.
2. Oversee the implementation and progress of programming systems for public use. Establish training processes, collaborate and provide informational documents for public and internal use.
3. Update practices to modernize outdated paper systems and forms.

3% F. Parking Studies

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.

2% G. Related Work

Perform related work as required

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 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.

14. **Special tools and equipment required:**

General office equipment including telephones, copiers, calculators, computers, credit card equipment, fee computer/cash register, scanners, and fax machines. Working knowledge of software programs for creating and designing informational materials and web pages (such as Microsoft Word, Microsoft Excel, Adobe Illustrator, Adobe Contribute, Photoshop, QuarkXPress, or comparable), media platforms such as the City of Madison Website Dashboard and News Release System, Facebook, Hootsuite and Twitter. Ability to learn/use additional programs such as GTViewer, Arcgis, Metric Aslan, IPS Smart Meter system, Credit Call, Tyler Cashiering, and MUNIS financial systems.

15. **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.

16. Supervision received (level and type):

Limited general supervision, exercising professional judgment and discretion

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.