



**Department of Public Works
Administration**

Jerrel Kruschke, P.E.
Commissioner of Public Works

Dan Thomas, M.P.A., J.D.
Director of Administrative Services

October 25, 2022

Ms. Kristin Urban
Staffing Services Manager
Department of Employee Relations
City Hall, Room 706

Subject: Exempt Status for Marketing and Communication Officer (2JX)

Dear Ms. Urban:

We are respectfully requesting the continued exempt status for the position of Marketing and Communication Officer (formerly the Business Support Liaison [in Pay Range 2HX]) in Pay Range (2JX), which was held by Megan O'Connor.

The position was recently reclassified by the Department of Employee Relations.

This position works directly under the direction of the City Engineer of the Department of Public Works to manage and coordinate all services provided by the Department of Public Works needed to successfully plan, implement and develop all materials and resources for the Support for Business Program. The Support for Business Program was created to help minimize the impact of paving and bridge projects that are a part of the annual capital improvements program. Many of these projects occur along major arterials and within commercial districts. This position performs duties with members of the Common Council, businesses, community organizations, major property owners and residents.

The individual filling this position must reflect the philosophy of the Administration in matters of significance to the City, and must adhere to the mandates of city legislative committees in a way reflective of the adopted policy.

We intend to collaborate with the Department of Employee Relations (DER) Staffing Division to fill this position.

If you require any additional information please do not hesitate to call me at 286-3307.

Sincerely,

DocuSigned by:

Dan Thomas

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Dan Thomas M.P.A., J.D.

DPW Administrative Services Director

C: Jerrel Kruschke, Commissioner of Public Works
File



Department of Employee Relations

Cavalier Johnson
Mayor

Harper Donahue IV
Director

Renee Joos
Director
Employee Benefits

Nicole Fleck
Labor Negotiator

TO: Board of City Civil Service Commissioners

FROM: Kristin Hennessy Urban
Human Resources Manager

DATE: November 11, 2022

RE: Request from the Department of Public Works (DPW) to **exempt** the new position of Marketing and Communications Officer

<u>Position Title</u>	<u># of Positions</u>	<u>Pay Range</u>
Marketing and Communications Officer	1	2JX (\$69,943-\$89,016)

Please find attached a request from DPW Administrative Services Director to **exempt** the newly reclassified position of Marketing and Communications Officer. A copy of the current job description is attached.

Reporting directly to the City Engineer, the Marketing and Communications Officer develops, plans and coordinates all communications for the Support the Business Program, which is intended to minimize the impact of construction projects upon proximate businesses.

This is a public relations position; the incumbent must communicate in a timely and accurate manner with businesses, community organizations and elected officials, while representing the City Engineer in these forums. For these reasons, I recommend that the request to exempt the new position of Marketing and Communications Officer be granted.

Please contact me at 414.286.8643 should you have additional questions.

JOB DESCRIPTION

FOR DER USE ONLY

Vacancy No.

City Service
Commission:
Fire & Police
Commission:

Finance
Committee:
Common
Council:

Instructions: Complete all sections. Refer to the *Guidelines for Preparing Job Descriptions* for instructions on completing specific items.

1. Date Prepared/ Revised: 7-9-2022		2. Present Incumbent: Megan O'Connor		Is incumbent underfilling position?	
3. Date Filled:		4. Previous Incumbent:		YES ☐ NO ☒ If YES, indicate Underfill Title in box 10.	
5. Department: Public Works Dept of		Bureau: Division: Infrastructure		Unit: Section: Transportation	
6. Work Location: Municipal Building, 841 N Broadway, Room 701		Telephone: Email:		Work Schedule: Hours: 8 / Days: M-F	
7. Represented by a Union? ☐ Yes ☒ No		8. Bargaining Unit: Management, General City If in District Council 48, which local?		9. FLSA Status (check one): ☒ Exempt ☐ Non-Exempt	
10. Official Title: Marketing and Communications Officer		Pay Range		Job Code	EEO Code
Underfill Title (if applicable):		2)X 2HX			
Requested Title (if applicable):					
Recommended Title (DER Use Only):		Approved by: Date:			

11. BASIC FUNCTION OF POSITION:

Under the general direction of the Engineer in Charge – Transportation Infrastructure and the City Engineer, this position is responsible for building awareness of upcoming Infrastructure projects to improve community engagement and increase public involvement, and will handle marketing and communication materials (from design through construction) of such projects. Functioning as a public information officer and media liaison for the Infrastructure Division, this position will manage graphics/web services, community relations, media and represent the department at community events, Committees, or task forces. This position will work closely with and collaborate with Marketing and Communications Officers (DPW-Admin and MWW) to execute a consistent, long-term public relations plan for the Department.

12. DESCRIPTION OF JOB (Check if description applies to **Official Title** ☒ or **Underfill Title** ☐):

A. ESSENTIAL FUNCTIONS/Duties and Responsibilities: (Refer to the "Guidelines for Preparing Job Descriptions" for instructions on determining Essential Functions.)

% of Time	ESSENTIAL FUNCTION
50	Community Engagement & Outreach Responsibilities - Assist, develop and implement the public involvement plan for major infrastructure projects - Organize and facilitate public involvement meetings, pre-construction meetings and specific business meetings; attend weekly construction meetings - Represent and act as a DPW spokesperson at public meetings, media events, committees and task force groups - Serve as the primary liaison for businesses, residents, neighborhood groups and elected officials and other government entities for infrastructure related projects; create database of contacts, and advisory stakeholder groups - Advocate on behalf of affected businesses and residents and refer problems to appropriate project team members or other agencies as necessary, and process business and residents' complaints and respond to concerns in a timely and professional manner

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.

% of Time	ESSENTIAL FUNCTION
	- Identify and coordinate the needs of impacted businesses in advance of construction in order to have appropriate signage fabricated, alternate means for parking and access routes, etc. and provide information to businesses on how to get assistance in marketing their business during construction projects - Evaluate and improve the tools available within the 'Support for Business Program' on an annual basis
40%	Media & Communication Responsibilities - Oversee the DPW website - Major Road & Bridge Projects, creating and editing content for project pages, adding new features/design elements to make pages informative, user friendly and increase online public participation (sign up and comment form) - Provide construction updates for major infrastructure projects across various platforms (website, email distribution list, next door) - Develop communication materials including press releases, media advisories, traffic alerts, notices for local projects (high impact paving projects, bridge and street maintenance) and major infrastructure projects - Coordinate the dissemination of information to the media, general public, community organizations, and community partners - Co-manage social media platforms to include but not limited to Facebook, Twitter, Next Door, YouTube and emerging platforms - Write talking points/scripts/presentations regarding public works matters for the Commissioner, Division managers and others as assigned - Arrange special events, news conferences, media coverage, and coordinate staff participation as appropriate - Assist as a media resource and provide consultation to the Communications and Marketing Officer on media and public relations aspects
10%	Branding & Marketing Responsibilities - Design and create DPW branded materials – public involvement meeting flyers, handouts, presentations, comment cards, project overviews, support for business guidebook, open for business signs - Photograph construction sites and special events for website, newsletters, and social media use
	Supervision Manage and direct the activities of intern(s).

B. PERIPHERAL DUTIES:

% of Time	PERIPHERAL DUTY
	Supervision Manage and direct the activities of intern(s).

C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:

Chad Chrisbaum, Engineer in Charge – Transportation Infrastructure

D. SUPERVISION RECEIVED: (Describe the extent to which work assignments and methods are outlined, reviewed, and approved by this position's supervisor.)

E. SUPERVISION EXERCISED:

Total number of employees for whom responsible, either directly or indirectly = 0.

Direct Supervision: List the number and titles of personnel directly supervised. Specify the kind and extent of supervision exercised by indicating one or more of the following:

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.

a. Assign duties	e. Sign or approve work
b. Outline methods	f. Make hiring recommendations
c. Direct work in progress	g. Prepare performance appraisals
d. Check or inspect completed work	h. Take disciplinary action or effectively recommend such

Number Supervised	Job Title	Extent of Supervision Exercised (Select those that apply from list above, a - h)

F. MINIMUM QUALIFICATIONS REQUIRED: (Indicate the MINIMUM qualifications required to enter the job.)

i. Education and Experience:

Bachelor's degree in Communications, Marketing, Public Relations, Business Administration, Public Administration or other closely related field and three years of experience in marketing and communications project management.

ii. Knowledge, Skills and Abilities:

Must have highly developed verbal and written communications skills.

Ability to manage multiple projects simultaneously.

Ability to manage diverse social and political situations

Capacity to identify new problems and opportunities, and formulate strategies to address them

Knowledge of graphic design and printing techniques

Basic principles of management; knowledge of the Department of Public Works

Work well with a variety of people including public officials, co-workers, city personnel, contractors, and citizens

Ability to develop and maintain websites and social media accounts.

iii. Certifications, Licenses, Registrations:

Valid driver's license at time of appointment and throughout employment

iv. Other Requirements:

The individual filling the position must have high level communication and interpersonal skills to translate technical information to nontechnical individuals and make effective public presentations in formal and informal settings.

13. PHYSICAL AND ENVIRONMENTAL DEMANDS: TOOLS AND EQUIPMENT USED

The Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008 requires job descriptions to provide detailed information regarding the physical demands required to perform the essential functions of a job; the conditions under which the job is performed; and the tools and equipment the employee will be required to use on the job. Reasonable accommodations may be made to enable qualified individuals to perform the essential duties and responsibilities of the job for each of the categories listed below.

G. PHYSICAL ACTIVITY OF THE POSITION: (List the physical activities that are representative of those that must be met to successfully perform the essential functions of the job).

CHECK ALL THAT APPLY:

☐	Climbing: Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like; using feet and legs and/or hands and arms. Body agility is emphasized. Check only if the amount and kind of climbing required exceeds that required for ordinary locomotion.
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The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.

☐	Balancing: Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery or erratically moving surfaces. Check only if the amount and kind of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.
☐	Stooping: Bending body downward and forward by bending spine at the waist. Check only if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.
☐	Kneeling: Bending legs at knee to come to a rest on knee or knees.
☐	Crouching: Bending the body downward and forward by bending leg and spine.
☐	Crawling: Moving about on hands and knees or hands and feet.
☐	Reaching: Extending Hand(s) and arm(s) in any direction.
☐	Standing: Particularly for sustained periods of time.
☐	Walking: Moving about on foot to accomplish tasks, particularly for long distances.
☐	Pushing: Using upper extremities to exert force in order to draw, press against something with steady force in order to thrust forward, downward or outward.
☐	Pulling: Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.
☐	Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Check only if it occurs to a considerable degree and requires substantial use of the upper extremities and back muscles.
☐	Fingering: Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm, as in handling.
☐	Grasping: Applying pressure to an object with fingers and palm.
☐	Feeling: Perceiving attributes of objects such as size, shape, temperature or texture by touching with the skin, particularly that of the fingertips.
☒	Talking: Expressing or exchanging ideas by means of the spoken word. Those activities which demand detailed or important instructions spoken to other workers accurately, loudly or quickly.
☒	Hearing: Perceiving the nature of sounds with no less than a 40 db loss. Ability to receive oral communication and make fine discriminations in sound.
☐	Repetitive Motions: Substantial movements (motions) of the wrist, hands, and/or fingers.
☒	Driving: Minimum standards required by State Law (including license).

H. PHYSICAL REQUIREMENTS OF THE POSITION: (List the physical requirements that are essential functions of the job.)

CHECK ONE:

☒	Sedentary Work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.
☐	Light Work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for Light Work.
☐	Medium Work: Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
☐	Heavy Work: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
☐	Very Heavy Work: Exerting in excess of 100 pounds of force occasionally, and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects.

I. VISUAL ACUITY REQUIREMENTS: (List the visual acuity requirements that are essential functions of the job.)

CHECK ONE:

☒	Operators (Electronic Equipment), Inspection, Close Assembly, Clerical, Administrative: This is a minimum standard for use with those whose job requires work done at close visual range (i.e. preparing and analyzing data and figures, accounting, transcription, computer terminal, extensive reading, visual inspection involving small parts, operation of machines, using measurement devices, assembly or fabrication of parts).
☐	Machine Operators, Mechanics, Skilled Tradespeople: This is a minimum standard for use with those whose work deals with machines where the seeing job is at or within arm's reach. This also includes mechanics and skilled tradespeople and those who do work of a non-repetitive nature such as carpenters, technicians, service people, plumbers, painters, mechanics, etc. (If the machine operator also inspects, check the "Operators" box.)
☐	Mobile Equipment Operators: This is a minimum standard for use with those who operate cars, trucks, forklifts, cranes, and high lift equipment.

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.

☐	Other: This is a minimum standard based on the criteria of accuracy and neatness of work for janitors, sweepers, etc.
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J. THE CONDITIONS THE WORKER WILL BE SUBJECT TO IN THIS POSITION:

List the environmental/working conditions to which the employee may be exposed while performing the essential functions of the job. Include scheduling considerations such as on-call for emergencies, rotating shift, etc. **Approximate Percentage of time performing field work:** _____%

CHECK ALL THAT APPLY:

☒	None: The worker is not substantially exposed to adverse environmental conditions (such as typical office or administrative work).
☐	The worker is subject to inside environmental conditions: Protection from weather conditions but not necessarily from temperature changes (i.e. warehouses, covered loading docks, garages, etc.)
☐	The worker is subject to outside environmental conditions: No effective protection from weather.
☐	The worker is subject to extreme cold: Temperatures below 32 degrees for period of more than one hour.
☐	The worker is subject to extreme heat: Temperatures above 100 degrees for periods of more than one hour.
☐	The worker is subject to noise: There is sufficient noise to cause the worker to shout in order to be heard above the surrounding noise level.
☐	The worker is subject to vibration: Exposure to oscillating movements of the extremities or whole body.
☐	The worker is subject to hazards: Includes a variety of physical conditions, such as proximity to moving mechanical parts, electrical current, working on scaffolding and high places or exposure to chemicals.
☐	The worker is subject to atmospheric conditions: One or more of the following conditions that affect the respiratory system or the skin: Fumes, odors, dust, mists, gases or poor ventilation.
☐	The worker is subject to oil: There is air and/or skin exposure to oils and other cutting fluids.
☐	The worker is required to wear a respirator.

K. MACHINE, TOOLS, EQUIPMENT, ELECTRONIC DEVICES, SOFTWARE, ETC. USED BY POSITION:

List equipment needed to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.)

CHECK ALL THAT APPLY:

☒	Camera and photographic equipment	☒	Office Equipment (desk, chair, telephone, etc.)
☐	Cleaning supplies	☒	Office supplies (pens, staplers, pencils, etc.)
☐	Commercial vehicle	☐	Packing materials (boxes, shrink wrap, etc.)
☐	Data processing equipment	☒	PC equipment (monitor, keyboard, printer, etc.)
☐	Handcart	☐	PC software
☐	Hand tools (please list):		
☒	Office Machines (check all that apply): ☒ Copier ☒ Facsimile ☐ Calculator ☐ Cash register		
☐	Other (please list):		

L. SUPPLEMENTARY INFORMATION: (Indicate any other information which further explains the importance, difficulty, or uniqueness of the position, such as its scope of responsibility related to finances, equipment, people, information, etc. Also indicate success factors such a personal characteristics that contribute to an individual's ability to perform well in the job, and any other special considerations.)

M. I believe that the statements made above in describing this job are complete and accurate.

Timothy J. Thur

Signature of Department Head or Designated Representative

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7. Represented by a Union? ☐ Yes ☒ No		8. Bargaining Unit: Management, General City If in District Council 48, which local?		9. FLSA Status (check one): ☒ Exempt ☐ Non-Exempt	
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Underfill Title (if applicable):					
Requested Title (if applicable):					
Recommended Title (DER Use Only):		Approved by:			
		Date:			

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B. PERIPHERAL DUTIES:

% of Time	PERIPHERAL DUTY
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Ability to develop and maintain websites and social media accounts.

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G. PHYSICAL ACTIVITY OF THE POSITION: (List the physical activities that are representative of those that must be met to successfully perform the essential functions of the job).

CHECK ALL THAT APPLY:

☐	Climbing: Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like; using feet and legs and/or hands and arms. Body agility is emphasized. Check only if the amount and kind of climbing required exceeds that required for ordinary locomotion.
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☒	Driving: Minimum standards required by State Law (including license).

H. PHYSICAL REQUIREMENTS OF THE POSITION: (List the physical requirements that are essential functions of the job.)

CHECK ONE:

☒	Sedentary Work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.
☐	Light Work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for Light Work.
☐	Medium Work: Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
☐	Heavy Work: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
☐	Very Heavy Work: Exerting in excess of 100 pounds of force occasionally, and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects.

I. VISUAL ACUITY REQUIREMENTS: (List the visual acuity requirements that are essential functions of the job.)

CHECK ONE:

☒	Operators (Electronic Equipment), Inspection, Close Assembly, Clerical, Administrative: This is a minimum standard for use with those whose job requires work done at close visual range (i.e. preparing and analyzing data and figures, accounting, transcription, computer terminal, extensive reading, visual inspection involving small parts, operation of machines, using measurement devices, assembly or fabrication of parts).
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☐	Other: This is a minimum standard based on the criteria of accuracy and neatness of work for janitors, sweepers, etc.
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J. THE CONDITIONS THE WORKER WILL BE SUBJECT TO IN THIS POSITION:

List the environmental/working conditions to which the employee may be exposed while performing the essential functions of the job. Include scheduling considerations such as on-call for emergencies, rotating shift, etc. **Approximate Percentage of time performing field work:** _____%

CHECK ALL THAT APPLY:

☒	None: The worker is not substantially exposed to adverse environmental conditions (such as typical office or administrative work).
☐	The worker is subject to inside environmental conditions: Protection from weather conditions but not necessarily from temperature changes (i.e. warehouses, covered loading docks, garages, etc.)
☐	The worker is subject to outside environmental conditions: No effective protection from weather.
☐	The worker is subject to extreme cold: Temperatures below 32 degrees for period of more than one hour.
☐	The worker is subject to extreme heat: Temperatures above 100 degrees for periods of more than one hour.
☐	The worker is subject to noise: There is sufficient noise to cause the worker to shout in order to be heard above the surrounding noise level.
☐	The worker is subject to vibration: Exposure to oscillating movements of the extremities or whole body.
☐	The worker is subject to hazards: Includes a variety of physical conditions, such as proximity to moving mechanical parts, electrical current, working on scaffolding and high places or exposure to chemicals.
☐	The worker is subject to atmospheric conditions: One or more of the following conditions that affect the respiratory system or the skin: Fumes, odors, dust, mists, gases or poor ventilation.
☐	The worker is subject to oil: There is air and/or skin exposure to oils and other cutting fluids.
☐	The worker is required to wear a respirator.

K. MACHINE, TOOLS, EQUIPMENT, ELECTRONIC DEVICES, SOFTWARE, ETC. USED BY POSITION:

List equipment needed to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.)

CHECK ALL THAT APPLY:

☒	Camera and photographic equipment	☒	Office Equipment (desk, chair, telephone, etc.)
☐	Cleaning supplies	☒	Office supplies (pens, staplers, pencils, etc.)
☐	Commercial vehicle	☐	Packing materials (boxes, shrink wrap, etc.)
☐	Data processing equipment	☒	PC equipment (monitor, keyboard, printer, etc.)
☐	Handcart	☐	PC software
☐	Hand tools (please list):		
☒	Office Machines (check all that apply): ☒ Copier ☒ Facsimile ☐ Calculator ☐ Cash register		
☐	Other (please list):		

L. SUPPLEMENTARY INFORMATION: (Indicate any other information which further explains the importance, difficulty, or uniqueness of the position, such as its scope of responsibility related to finances, equipment, people, information, etc. Also indicate success factors such a personal characteristics that contribute to an individual's ability to perform well in the job, and any other special considerations.)

M. I believe that the statements made above in describing this job are complete and accurate.

Timothy J. Thur

Signature of Department Head or Designated Representative

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.