



# JOB DESCRIPTION QUESTIONNAIRE (JDQ)

## SECTION 1 - DEMOGRAPHIC INFORMATION

<b>Class Title</b>		<b>Marketing &amp; Engagement Strategist</b>	<b>Department</b>	<b>Communications</b>	<b>Division</b>
<b>Classification per 2.76 RMC</b>		<input type="checkbox"/> Executive (City Officer or Department Head) <input type="checkbox"/> Managerial Service <input type="checkbox"/> Deputy/Assistant Service <input type="checkbox"/> Supervisory <input checked="" type="checkbox"/> Professional <input type="checkbox"/> Confidential <input type="checkbox"/> General Employee			<b>Work Location</b> <input checked="" type="checkbox"/> City Hall <input type="checkbox"/> Fire <input type="checkbox"/> Health <input type="checkbox"/> Library <input type="checkbox"/> PW <input type="checkbox"/> Police
<b>Full-Time / Part-Time</b>		<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time, Hours per week ____	<b>Supervisor Title</b>	Marketing & Engagement Director	
<b>HR Only</b>	<b>Working Title</b>		<b>Salary Grade -</b>	<b>FLSA Code:</b>	<input type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt

**Position Summary – Summarize the purpose and primary responsibilities for this position. (Job Announcement Wording)**

## SECTION 2 - DESCRIPTION OF EXPECTED WORK HOURS/CORE FUNCTIONS, ESSENTIAL DUTIES & RESPONSIBILITIES

The core functions/essential duties/responsibilities of the job, which are the most important aspects of the job. This section is focused on WHAT is done rather than HOW it is done. Wording that provides a clear for someone not familiar with the work is used. Terminology or acronyms that are not widely known are avoided. The list includes the duties that are most important at the top, and the estimated percentage of the total annual time that each item takes. (FYI - 10% equates to roughly 200 hours of a work year.) Duties and responsibilities that account for as close to 100% of work time as possible are listed. Catch-all categories may be included but are not evaluated as part of the classification for the position (e.g. misc. duties, other duties as assigned, etc.), those sections will likely NOT be evaluated. **Frequency Codes:** Daily [D] / Weekly [W] / Bi-Weekly [B] / Monthly [M] / Quarterly [Q] / Annually [A] / As Needed [N]

Expected Work Hours/Core Functions/Essential Duties and Responsibilities of the Position	Frequency	% of Annual Total Time
Expected Work Hours <input type="checkbox"/> Normal Business Hours (M-F, 7 am- 3:30 pm); but may work alternative schedules as required <input checked="" type="checkbox"/> Full-time salaried position <sup>1</sup> <input type="checkbox"/> Emergency call outs, before and after standard scheduled hours of work including weekends and holidays <input type="checkbox"/> Watch Duty <input type="checkbox"/> Other, describe: Regular attendance is an essential function of this job to ensure continuity of service delivery.		
Organizes, plans, directs, and executes communications functions	D	5
Develops, maintains, revises, improves, and enforces communications policies and procedures	N	1
Works closely with Marketing & Engagement Director in the areas of communications strategy, messaging execution, campaign development, and communications policy development	D	5
Compiles communications campaign data and prepares reports	N, A	1
Assists in the development of the Marketing & Engagement Department budget	A	1
Evaluates communications strategies and resources; designs and implements effective and efficient approaches for communications utilizing available technology	D	5
Services as project manager responsible for: <ul style="list-style-type: none"> <li>Defining scope of projects</li> <li>Creating work plans</li> <li>Developing project timelines, production calendars, and deliverable date</li> <li>Holding team members accountable for meeting deadline</li> </ul>	D	10

<sup>1</sup> with expectations for coverage during core business hours and flexibility required as necessary to accommodate business needs. Accessible by cell phone and/or to report to the worksite outside of regular office hours, including but not limited to, nights, weekends, holidays, etc.

- Determine objectives and identify measurement metrics
- Monitoring budget expenses
- Monitoring the progress of the project and making adjustments as necessary to ensure the successful completion of the project
- Ensure that the project deliverables are on time, within budget and at the required level of quality
- Evaluate the outcomes of the project as established during the planning phase

Serves as administrator for website CMS systems; provides training to other staff and upholds best practices; leads website development to improve site visit analytics and user experience. Creates and maintains web content based on input from content owners. Works with owners to ensure message accuracy; Edits content from providers; Develops, locates and selects appropriate multimedia content (e.g., images, animations, music and video) and formats for web use. Serve as social media liaison to City partner organizations	D	12
Assist Mayor and City Manager with special projects as assigned	N	1
Serves as lead copywriter for City newsletter and e-newsletter, blogs, feature articles, website and other print content, as well as creates literature, written collateral, brochures, videos, advertising and other campaign materials;	D	7
Serve as the social media content administrator and spearheads tactics to ensure the growth of social communities and the effective dissemination of City messages through social media channels. Serve as in-house social media expert and provides online reporting/metrics for initiatives. Determines best social media channels to use and analyzes effectiveness. Implements change to improve business results. Stays abreast of social media trends, best practices and technologies. Utilize digital advertising to promote and advertising city services, programs, events. Collaborate with Human Resources on digital recruitment efforts. Work with Director of Communications to develop comprehensive social media strategy for the various departments.	D	15
Works collaboratively with other staff to gather, develop and deploy content for internal/external communications; projects may include creation of comprehensive campaigns; writing and editing of web content, video scripts, news articles, blog posts, PowerPoint presentations, brochures, etc. Creation of custom graphics, flyers, posters, etc. to support communications strategy	D	3
Attends public engagements and assists with coordination and photo opportunities; respond to media inquiries	W	3
Assists with public information during citywide emergencies and incidents; Responds to city emergencies, weather events, incidents and performs duties, as required	N	3
Create, coordinate, and execute comprehensive marketing plans for City events, committees, and campaigns	N	2
Write and distribute press releases promoting City news, events and information in a timely manner.	N	1
Serve as social media liaison to City partner organizations	N	1
Create original graphic design materials for print or digital platforms as needed	N	1
Create original videos including scripts and graphics as needed for web and social media	N	1
Photograph City events as needed	N	3
Assists in the coordination and implementation of the City's Tourism initiatives	N	3
Serve in a supportive capacity to Marketing & Engagement Director and as a secondary point of contact for the department.	N	1
Work with the Graphic Designer on printed publications and online content to ensure a positive and consistent brand.	D	2
Attends and participates in meetings as representative of department	W	1
Works with internal clients to develop communication goals, identify appropriate audiences, develop messages, and recommend appropriate communication tools and venues to accomplish goals. Research, develop, write and implement strategic communication and marketing plans and recommend effective use of marketing communications budget.	D	5
Writes and edits internal and external correspondence including news releases, listservs, marketing copy, talking points, speeches, external and internal web content, letters, communication plans and presentations for a broad range of audiences including elected officials, general public and internal staff.	D	10
Manages media relations as assigned working with various media outlets such as newspapers, radio and television stations to generate positive and accurate media coverage, monitor online and print media, write, edit and distribute news releases. Manage incoming media inquiries and proactively pitch news stories.	W	2
Engages in creating a positive and professional image by writing or selecting favorable material and releasing it through various communication media.	D	2
Assist Marketing & Engagement Director in organization and executive communication tasks.	N	1

**SECTION 3 - COMPETENCIES, KNOWLEDGE, SKILLS AND ABILITIES**

Must possess advanced proficiency in computer applications used by the City, including Microsoft Office 365

Ability to work both independently with limited supervision and within a team structure. Ability to juggle multiple priorities in a fast-paced environment.

Ideal candidate will be a strategic thinker with intellectual curiosity and a firm commitment to innovation and continuous process improvement within a City Government structure; a self-starter with the ability to take initiative and manage multiple priorities.

***If checked the following are applicable to the position:***  maintains the ability to competently and credibly testify in court;  maintains ability to lawfully operate designated motor vehicles at all times when driving duties are performed;  maintains the ability to travel throughout and enter all different properties in the jurisdiction

**Job Specific**

**List the desired knowledge, skills, and abilities needed to be successful in performing the position** (e.g., knowledge of local government organization and administration; skill in listening, critical thinking, problem analysis and problem-solving; ability to quickly adapt and learn specialized software systems and databases)

Experience/knowledge in desktop publishing (i.e. Adobe Creative Suite – InDesign, Photoshop, Illustrator, etc. and other related software programs) is a plus. Experience with photography and videography, including editing, is beneficial. Proficiency in Associated Press writing style; must be willing to pass a written test and/or produce writing samples. Knowledge and experience of content management system software; Working knowledge of HTML; Advanced working knowledge and experience of social media and social media advertising on platforms such as, but not limited to, Facebook, Twitter, Instagram, LinkedIn and other platforms; Experience with Sprout Social is strongly desired. Strong computer/Internet skills; experience with email marketing and marketing automation software required. Content Management Systems (CMS) and Wordpress experience

**Preferred:** intelligence, critical thinking, project management;

Ability to build and maintain internal and external public relations; Ability to communicate effectively and clearly (strong writing skills required) with other employees and the general public, and reporters from print, radio, and television media; Good organizational skills; Strong understanding of current methods and strategies for social media tracking, analysis and an active presence; Keen attention to detail; Highly self-motivated and professional; Must possess excellent organizational and planning skills; Team-oriented and skilled in working within a collaborative environment.

Excellent written and oral communication skills; experience in creating and implementing communication plans.

Ability to be accessible by cell phone and/or to report to the worksite outside of regular office hours, including but not limited to, nights, weekends, holidays, etc. – Regularly monitor and post/respond to items on social media/websites outside of regular office hours.

**SECTION 4 - JUDGMENTS / DECISION-MAKING**

Five of the most typical judgments/decisions made in performing the job as well as the solutions to these problems, and the resource, input or guidance others provide in arriving at the decision. Who reviews, if anyone.

Typical Problems/Challenges	Possible Solution(s) to Problem/Challenge	Resources Available and/or Used	Job Title of Who Reviews
Process improvements	Identify tasks or procedures that may require a more streamlined approach to completion; develop and implement improvements	Existing policies/documentation; available technology	Marketing & Engagement Director
Project Management	Collaborate with other departments, leadership, stakeholders, and team members to develop project plans, timelines, calendars, deliverables, and measurable; hold team members accountable and provide consistent communication to stakeholders	Process documentation; calendars; internal/external subject matter experts or vendors	Project stakeholders
Social Media Management and Strategy	Stay abreast of best practices; collaborate with	Google analytics; Piwik analytics;	Director of

	internal stakeholders; review analytics and adjust strategy to meet organizational goals	Social media analytics; internal stakeholders	Marketing & Engagement
Fielding questions, criticism, negative feedback from residents via social media or website feedback	Collaborate with internal subject matter experts to secure timely and accurate responses; monitor social media sites outside of regular work hours to provide timely responses	Social media management software; internal subject matter experts	Marketing & Engagement Director ; subject matter experts (City staff or partner organizations)
Gather resident feedback	Create and conduct surveys to assess resident opinions/insights regarding initiatives, collateral, communications strategies, and city services	Survey tools, both print and digital; internal subject matter experts; city events and outreach opportunities	Marketing & Engagement Director ; Department
Develops content for city's websites, intranet, social media and email using engaging style, custom graphics, and tone appropriate for city's various audience; gathers feedback and revises content to maximize engagement	Review and interpret digital analytics to refine and revise messaging and content; source content and interview subject matter experts; create, execute, and analyze customer feedback surveys to determine content.	Web and social analytics; graphic design software; video creation software	Heads; City Staff None; Marketing & Engagement Director
Monitors city's website for acceptable performance and user accessibility. Seeks feedback for website improvements and enhancements; updates website content, including text and images, to improve website performance and visitor experience	Collaborate with other departments to update their web content to ensure accuracy and best practices; review analytics to determine necessary updates or user experience difficulties	Website analytics; departmental web liaisons	None; Marketing & Engagement Director
Building effective working relationships with departments and their staffs to effectuate desired changes	Coordinate and facilitate cross-departmental meetings and engagement opportunities; provide consistent and clear updates to departments as needed; develop, manage, execute, and report back on success of communications strategies and campaigns	Departmental leaders and liaisons; internal communications platforms including Intranet, email, and shared drives	Departmental liaisons; Marketing & Engagement Director
Identifying new communications tools, building community engagement, inspiring employee and resident advocacy for city's mission and communications channels	Organize and execute interactive social media experiences, such as live Tweet events; develop and implement digital engagement opportunities (newsletters, blogs, etc); attend community events (NNO, A La Carte) to interact with residents; encourage staff participation in communications channels and efforts	Social media; events; employee Intranet; facilitate and lead trainings and meetings	None; Marketing & Engagement Director

**SECTION 5 - WORKING RELATIONSHIPS / INTERACTIONS / CONTACTS** Typical work relationships with persons inside or outside of the City of West Allis.

Title of individuals with whom this position typically interacts	Interaction Description.	Why is it necessary?
Common Council, Mayor, Department Heads, General City Staff, External Partners, Elected Officials	Develop strong relationships, build trust and establish clear lines of communication with department heads, elected officials and external partners; Collaborate to improve lines of communication and advance COWA goals, objectives and priorities.	To support organizational goals and build trust between Communications Department, other departments, and City leaders
Dept. Social Media Editors	Identify social media initiatives, fulfill objectives, provide training, adhere to City social media policy, and provide a single point of contact	To leverage 21 <sup>st</sup> century communications platforms to support goals of Five Year Strategic Plan, including Goals 1, 3, and 5
Dept. Web Content Liaisons	Ensure the correctness and timeliness of the information that a particular department is providing through the Web, provides a single point of contact, training and adhering to website standards	To develop proactive approach to foster efficient, transparent, and effective public communication

Dept. Communications Liaisons	Partnering with departments to ensure dissemination of information both internal and external is adhering to City style/branding guidelines and City goals and objectives	To ensure consistent, professional, and accurate communications are being disseminated to the public; to support Strategic Goals.
WAWM School District, Downtown West Allis BID, WAWM Chamber of Commerce, WA Community Improvement Foundation, Neighboring Municipalities, Area Businesses, Neighborhood Associations	Work together to develop collaborative goals and objectives to improve efficiency and communication community-wide	To develop on-going rapport for collaboration, communication, improved efficiency, ensure cross-communication and coordination, advance common interests, promotion. Programs and services promoted by external agencies may pertain to City's overarching mission and vision of transparency and collaboration; to foster a greater sense of community.
Citizens	Respond promptly to online inquiries, comments, or feedback via email, website, and social media; attend events and interface with residents, provide information and resources; create, execute, and report back on citizen-feedback surveys; be available after hours and on holidays and weekends to address resident concerns via social media/web/etc.	To encourage citizen engagement and improve perception of City government (Strategic Goals 1 and 3), prompt, polite customer service is required.
Media and Marketing Firms	Request media kits and coordinate quotes on marketing or advertising opportunities; create or collaborate to create ads, articles, graphics, scripts, and other deliverables; coordinate meetings and supply project updates to stakeholders; establish timelines and request available metrics or analytics; interpret and report upon analytics to stakeholders; communicate with media contacts and address media requests in timely fashion	Various city departments and commissions/committees work with marketing, media, and advertising firms to assist in promoting city events/activities/messaging/etc. Prompt, organized, and professional communication between the City and these partners is imperative to support the City's brand and image.

**SECTION 6 - EDUCATION, EXPERIENCE, CERTIFICATION, LICENSURE, TRAINING REQUIRED<sup>2</sup>**

<b>Education</b>	<input type="checkbox"/> Less than High School <input type="checkbox"/> High School/GED <input type="checkbox"/> One Year Certificate <input type="checkbox"/> Associate's Degree <input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Professional Degree (Engineering, Law, Library, Medicine Nursing, etc.) Field of Study: Additional Information (e.g. specific coursework, etc.):
<b>Experience</b>	<input type="checkbox"/> No Experience <input type="checkbox"/> < 2 yr. <input type="checkbox"/> 2 to 3 yrs. <input type="checkbox"/> 4 to 5 yrs. <input checked="" type="checkbox"/> 6 to 7 yrs. <input type="checkbox"/> 8 to 9 yrs. <input type="checkbox"/> 10 to 11 yrs. <input type="checkbox"/> ≥ 12 yrs. Describe Specifics regarding required experience (e.g. 5 total years of customer service experience 2 of which were in a supervisory capacity): At least 6 years of progressively responsible experience in communications, journalism, media or public relations – this would include website and social media content development, communications and public relations experience; or an equivalent combination of training and experience sufficient to successfully perform the essential duties of the job

Required Certification/Licensure/Training <sup>3</sup>	How Attained/Provided	Required Upon Hire?	May Obtain After Hire?
Social Media Certification	On-Demand Training/Provided		X
FEMA Public Information Officer	On-Line Exams/In-Person Classes/Provided		X

<sup>2</sup> Equivalencies are used where deemed appropriate with regard to education and experience requirements. Combinations of education and experience which are likely to lead to success with essential duties and responsibilities are considered. Generally 2 years of relevant experience may be substituted for each year of education. This does not apply to required professional degrees, licensures, or certifications (e.g., juris doctorate, public health nurse, etc.). If Equivalency was indicated for Educational requirements, it should be taken into consideration when determining work experience requirements.

<sup>3</sup> including but not limited to: valid WI Driver's License, valid WI Commercial Driver's License [CDL], confined space training, blood borne pathogen training, etc.

LEAN Green Belt	Offsite/Provided		X
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Describe any current practices as it relates to licensure or certification (e.g. extra pay for certification, employer payment for obtaining or renewing, etc.):  
 The City of West Allis will pay for certifications directly related to job duties.

**List preferred Education, Experience, Certification, Licensure or Training –  
 Bachelor’s degree in Communications, Journalism, Public Affairs, English, Marketing or other related field**

**SECTION 7 - SUPERVISION / MANAGEMENT**

- A. Supervision Received by this position upon successful completion of a training period:
- Close Supervision:** Assigned duties according to specified procedures and receives detailed instructions. Work is checked frequently.
  - Supervision:** Performs a variety of routine work within established policies and procedures, and receives detailed instructions on new projects and assignments.
  - General Supervision:** Normally receives little instruction on day-to-day work and receives general instructions on new assignments.
  - Direction:** Establishes methods and procedures for attaining specific goals and objectives, and receives guidance in terms of broad goals. Only the final results of work are typically reviewed.
  - General Direction:** Exercises wide latitude in determining objectives and approaches to critical assignments.

B. Type of Responsibility/Area of Action performed by this position:	Yes	No	Provides Input
<b>Screen / Interview Applicants</b>	X		X
<b>Hire / Promote Employees</b>			X
<b>Provide Written/Verbal Warnings</b>			X
<b>Suspend Employees</b>			X
<b>Terminate Employees</b>			X
<b>Prepare Work Schedules For Others</b>	X		
<b>Project Management</b>	X		
<b>Provide Work Direction For Others</b>	X		
<b>Evaluate Performance Of Others</b>			X
<b>Counsel Employees</b>	X	X	
<b>Train Employees (As Part Of The Normal Duties Of The Job)</b>	X		
<b>Approve Overtime</b>			
<b>Approve Time Off Request For Others</b>	X		X
<b>Develop / Implement Policies</b>			X
<b>Direct supervision<sup>4</sup> of any employees. Number of FTEs and job titles of those employees listed below:</b>			

Job Title	# of FTEs
Graphic Design Intern, Communications Intern; Contractors including marketing experts, graphic artists, photographers and videographers	2

**SECTION 8 - PHYSICAL DEMANDS<sup>5</sup> AND REQUIREMENTS /WORK ENVIRONMENT/TOOLS**

N=Never (0 minutes per day) S=Seldom (1 to 5% of time, 1-25 Minutes a Day) O=Occasional (5 to 33% of time, 26 minutes to 2.5 hours per day)  
 F=Frequent (34 to 66% of time, 2.6 – 5.25 hours per day) C=Constant (67 to 100% of time, 5.26 and above hours per day)

Possess the physical capacity to perform the duties of the position including, but not limited to –	Never	Seldom	Occasional	Frequent	Constant
Carry/Lift/Lower/Push/Pull Objects or Materials of 10 - 50 Pounds			X		
Carry/Lift/Push/Pull Objects or Materials of > 50 Pounds; Handle Odd Objects		X			
Alternate Sit/Stand or Walk at Will - The ability to alternate between sitting and standing is present when a worker has the flexibility to choose between sitting or standing as needed when this need cannot be accommodated by scheduled breaks and/or lunch period.					X
Climbing Ramps/Stairs - Ascending or descending ramps and/or stairs using feet and legs. Hands and arms may be used for balance (e.g., to hold a railing).				X	
Climbing Ladders/Ropes/Scaffolding - Ascending or descending ladders, scaffolding, ropes, poles and the like using feet/legs and/or hands/arms.		X			
Communicating Verbally - Expressing or exchanging ideas by means of the spoken word to impart oral information to clients or the public and to convey detailed spoken instructions to other workers accurately, loudly, or quickly.					X

<sup>4</sup> Section 111.70 (1)(o) Wis. Stats. defines a **supervisor** as: "...any individual who has authority, in the interest of the municipal employer, to hire, transfer, suspend, lay off, recall, promote, discharge, assign, reward or discipline other employees, or to adjust their grievances or effectively to recommend such action, if in connection with the foregoing the exercise of such authority is not of a merely routine or clerical nature, but requires the use of independent judgment."  
<sup>5</sup> <https://www.bls.gov/ncs/ors/physical.htm>

Crawling - Moving about on hands and knees or hands and feet.	X				
Crouching - Bending body downward and forward by bending legs and spine.		X			
Far Visual Acuity - Clarity of vision at 20 feet or more. This is not just the ability to see a person or object, but the ability to recognize features as well.				X	
Fine Manipulation - Picking, pinching, or otherwise working primarily with fingers rather than the whole hand or arm as in gross manipulation.				X	
Foot/Leg Controls - Use of one or both feet or legs to move controls on machinery or equipment. Controls include, but are not limited to, pedals, buttons, levers, and cranks.	X				
Gross Manipulation - seizing, holding, grasping, turning, or otherwise working with hand(s). Note: Fingers are involved only to the extent that they are an extension of the hand.					X
<b>Hearing Requirements</b>					
The ability to hear, understand, and distinguish speech and/or other sounds (e.g., machinery alarms, medical codes/alarms). A yes or no answer is captured for each of the five hearing requirements listed:					
One-on-one (in person)					YES
Group or conference (in person)					YES
Telephone					YES
Other sounds					YES
Passing of hearing test required					NO
Keyboarding - Entering text or data into a computer or other machine by means of a keyboard. Devices include traditional keyboard, tablet, 10 key pad, touch screen, smart phone, etc.					X
Kneeling - Bending legs at knees to come to rest on knee(s)		X			
Lifting/Carrying - Lifting is to raise or lower an object from one level to another (includes upward pulling). Carrying is to transport an object – usually by holding it in the hands or arms, but may occur on the shoulder.		X			
Near Visual Acuity - Clarity of vision at approximately 20 inches or less (i.e., working with small objects or reading small print), including use of computers					X
Peripheral Vision - Observing an area that can be seen up and down or to right or left while eyes are fixed on a given point.					X
Pushing/Pulling - Pushing/pulling may involve use of hands/arms, feet/legs, and/or feet only done with one side of the body or both sides. <b>Pushing</b> - Exerting force upon an object so that the object moves away from the force; <b>Pulling</b> - Exerting force upon an object so that the object moves toward the force		X			
Reaching At/Below Shoulder Level - Extending hand and arms from 0 up to 150 degrees in a vertical arc. Reaching requires the straightening and extension of the arm and elbow and the engagement of the shoulder. The elbow does not need to be locked at any time and the arm does not need to remain in a continuously straight position.		X			
Reaching Overhead - Extending hands and arms in a 150 to 180 degrees vertical arc. Reaching requires the straightening and extension of the arm and elbow and the engagement of the shoulder. The elbow does not need to be locked at any time and the arm does not need to remain in a continuously straight position.		X			
Sitting - Remaining in a seated position.				X	
Standing/Walking - Standing is to remain on one's feet in an upright position at a workstation without moving about. Walking is to move about on foot.				X	
Stooping - Bending the body downward and forward by bending the spine at the waist - requiring full use of the lower extremities and back muscles.		X			
<b>Possess the capacity to effectively and efficiently work with/in the following conditions -</b>	<b>Never</b>	<b>Seldom</b>	<b>Occasional</b>	<b>Frequent</b>	<b>Constant</b>
Indoor/Office Work Environment					X
Outdoor Work Environment Extreme Hot/Cold Temperatures (>90 degrees / <40 degrees)		X			
Insects	X				
Rodents	X				
Exposure to Various Lighting Conditions (High, Low, LED, etc.)		X			
Noise >85dB (e.g. mower, heavy traffic, milling machine, etc.)		X			
Outdoor Weather Conditions (Dry/Wet/Slippery)		X			
Hazardous Fumes or Odors / Toxic Chemicals	X				
Confined Spaces (as identified by OSHA)	X				
Close Proximity to Moving Machinery / Equipment		X			
Bodily Fluids / Communicable Diseases	X				
Working Alongside Moving Traffic on Roads	X				
Electrical Hazards	X				
Vibrations	X				
Dust	X				

Interact with persons of various social, cultural, economic, personal hygiene standards, mental capacities, and educational backgrounds.				X		
Other:						
Tools Used (add as needed)	Level of Proficiency <sup>6</sup> if applicable	Never	Seldom	Occasional	Frequent	Constant
Office Equipment: Desktop Computer, Copier, Phone, Fax, Scanner, etc.	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced <input type="checkbox"/> Expert					X
Field Technology: Ipad/Laptop/Smartphone	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced <input type="checkbox"/> Expert					X
Microsoft Outlook	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced <input type="checkbox"/> Expert					X
Microsoft Word	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced <input type="checkbox"/> Expert					X
Microsoft Excel	<input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert				X	
Microsoft Access	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert				X	
Microsoft PowerPoint	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced <input type="checkbox"/> Expert				X	
Adobe Acrobat Professional	<input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert				X	
Legistar/Granicus	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert	X				
BP Logix	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert	X				
Novatime	<input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert			X		
HTE/Sungard	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert	X				
Assetworks	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert	X				
General Code	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert	X				
GIS	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert		X			
GPS software and reporting	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert	X				
Civic Ready	<input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert			X		
Docuware (Document Management System)	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert	X				
Neogov (Insight, Perform)	<input checked="" type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert		X			
CivicPlus (Internet, Intranet CMS)	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced <input type="checkbox"/> Expert					X
Internet	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced <input type="checkbox"/> Expert					X
<b>Personal Vehicle</b>	Maintain Wisconsin Driver's License.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				
<b>City Vehicle</b>	Maintain Wisconsin Driver's License.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No				
	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert					
	<input type="checkbox"/> Basic <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Expert					

<sup>6</sup> Basic – Fundamental knowledge of common usage; Intermediate – able to perform independently with occasional guidance a majority of tasks related to position, utilizes tools in the most efficient and effective manner on a regular basis; Advanced – able to perform independently all tasks related to position, constantly utilizes tools in the most efficient and effective manner, able to implement and make suggestions on how the tools could improve processes and productivity; Expert – Recognized Authority, Go to person, able to teach others

**Section 9 - Additional Comments**

Any additional information:

- Knowledge of City procedures, services, and policies
- Strong ability to write in a variety of formats, including AP Style.
- Basic understanding of website design, content management systems, HTML and CSS
- Basic familiarity with graphic design principles
- Ability to take video footage and produce and/or edit video.

Must include an 2-3 original writing samples or communication pieces and 3-5 examples of original social media posts made on behalf of a brand, organization, or company. Second round interview will include a writing/project test.

The City of West Allis is an Equal Opportunity/Affirmative Action Employer and does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability, or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities. Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City. It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.

This JDQ has been prepared to assist in defining job responsibilities, physical demands, and skills needed. It is not intended as a complete list of job duties, responsibilities, and/or essential functions. This description is not intended to limit or modify the right of any supervisor to assign, direct, and control the work of employees under supervision. I understand that the City retains and reserves any or all rights to change, modify, amend, add to or delete from, any section of this document as it deems, in its judgment, to be proper.

EMPLOYEE: \_\_\_\_\_ DATE: \_\_\_\_\_

SUPERVISOR: \_\_\_\_\_ DATE: \_\_\_\_\_

DEPT. HEAD: \_\_\_\_\_ DATE: \_\_\_\_\_

HR REP: \_\_\_\_\_ DATE: \_\_\_\_\_