



Rebecca Grill
City Administrator
City Administration Office
414.302.8294
rgrill@westalliswi.gov

MEMORANDUM

TO: Administration & Finance Committee

FROM: Rebecca Grill, City Administrator 

RE: Department Request to Fill Upcoming Vacant Position

DATE: September 27, 2017

Attached is Jonathan Matte's request to fill an upcoming vacant position of Graphic Print and Web Designer in the Communications Department and reclassified as a Graphic Design/Production Specialist.

According to our continuing procedure, these requests are formally referred to the Administration & Finance Committee for consideration through its normal Council/Committee referral process.

If you have any questions concerning this request, please contact me.

RG:jfw
cc: Mayor
HR Dept.
Jonathan Matte

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Jonathan Matte
Director
Department of Communications
414.302.8352
jmatte@westalliswi.gov

MEMORANDUM

To: Rebecca Grill, City Administrator
From: Jonathan Matte, Director of Communications
Re: Request to Fill Vacant Position
Date: September 28, 2017

The Communications Department respectfully requests permission to fill an upcoming vacancy in the department. Paul Bodshaug, full-time Graphic Print and Web Designer, submitted his retirement letter on August 29, 2017 with an effective date being October 20, 2017. Mr. Bodshaug contributed nearly 25 years of dedicated service to the City and was an indispensable and respected member of various departments and committees during his career. Paul's contributions, creativity and dedication will be missed.

The Graphic Print and Web designer is a critical team member responsible for fulfilling the mission statement of the Communications Department and is funded through special revenue.

I am available to answer any questions regarding this request.

A handwritten signature in cursive script that reads "Jonathan Matte".

Jonathan Matte
Director of Communications



Request to Fill Position

Submit this form, a memorandum and current position description to the City Administrator for review and submittal to the Administration and Finance Committee. To ensure adequate time for review, submit the Friday prior to the Council Agenda Deadline day.

Department/Division: Communications Position Title: Graphic Design/Production Specialist
 Reason for Request: New Position OR Replacement to Staff - Date of Vacancy: 10 / 20 /20 17
 Person Replaced: Paul Bodshaug, Re-class of Graphic Print & Web Designer
 Position Status: Full-time Part-time AND Regular Temporary Provisional Special Other
 If other than Full-time or Regular, indicate work schedule (hours per week, days to be worked, etc.) and anticipated duration of employment: _____
 Funding Source: Operating Grant Other: Special Revenue
 Anticipated Date for Filling Position: _____ / _____ /20 _____

Is the position required for fiduciary, legal or compliance requirements? No Yes, describe:

Why is it necessary that this position be filled? What operational needs does this position fulfill?

This position is critical within the Communications Dept and works closely with all City Departments to lead design, conception and creation of material for print and digital media to enhance the City's positioning with external and internal audiences

What will be the impacts on service functions to the public if the position is not filled?

Delays and inefficiencies in effectively carrying out the Communications Departmental Mission Statement which includes clearly and accurately communicating information of key city services, program messages and values to the public.

What will be the impacts on service to city staff if the position is not filled?

Delays and inefficiencies in effectively supporting the Council and City Departments in planning, communicating and implementing programs, services and goals that promote and/or impact our organization and citizenry.

What reorganization possibilities have been considered, such as elimination of the position or combining duties with other existing positions? (If none, provide rationale.)

This is a reclassifying of an existing position that reallocates resources to align with strategic plan goals and objectives and includes increased responsibilities. It is not feasible to eliminate/combine with another position due to the unique and skill set this position requires.

How has this vacancy/need been covered so far?

Upcoming vacancy

How many other similar positions exist in this department? None

Requestor Information

Please Print: Jonathan Matte Director Communications
 Name Title Department
 Signature/Date: *Jonathan Matte* 09 / 14 /2017

Attached: Memorandum Current Position Description

Job Description Questionnaire

The purpose of the Job Description Questionnaire (JDQ) is to provide the information necessary to evaluate jobs for salary placement, classify jobs for various legal requirements, and to compile appropriate job descriptions.

Please read this JDQ carefully before answering any of the questions and then complete it as accurately, completely, and briefly as possible. While it is not necessary to describe each duty in great detail, it is important to provide sufficient information so the job can be accurately evaluated and classified. Keep in mind that *the purpose of the JDQ is to collect information about the job and is not designed to evaluate employee performance.*

Consider the typical responsibilities of the job; even those that might only occur cyclically (e.g. annually, quarterly, etc.). The responses should be based on duties and responsibilities that are part of the job under typical conditions, not special projects or temporary assignments. Further, unless specifically directed by management, describe the job as it is today, not as you believe it should be or what it might be in the future.

SECTION 1		DEMOGRAPHIC INFORMATION	
Employee Name	Vacant	Employer Name	City of West Allis
Job Title	Graphic Design/Production Specialist	Work Location	City Hall, 7525 West Greenfield Avenue
Department	Communications Department	Division	
Full-Time / Part-Time	Full-Time	Part-Time (Hrs per Wk)	
Supervisor Name	Jonathan Matte	Supervisor Title	Communications Director

SECTION 2

DESCRIPTION OF ESSENTIAL DUTIES & RESPONSIBILITIES

Identify the essential duties / responsibilities of your job, which should be the most important aspects of the job. This section is focused on WHAT is done rather than HOW it is done. Use wording that will provide as clear an understanding as possible for someone not familiar with your work. Avoid terminology or acronyms that are not widely known outside of your line of work. Please list those duties that you feel are most important at the top of the list, and list the estimated percentage of the total annual time that each item takes. (*Remember, as a rule-of-thumb, that 10% equates to roughly 200 hours of a work year.*) To the extent possible, try to identify those duties and responsibilities that account for as close to 100% of your work time as possible. While catch-all categories are acceptable (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]

Primary Duties

Primary Duties	Frequency	% of Annual Total Time
Lead design, conception and creation of material for print and digital media including but not limited to Newsletters, brochures, flyers, infographics, ads, business cards, invitations, posters, informational flyers, direct mail, event collateral, logos, video, animation, Powerpoint, web and social media materials	D	45
Become actively involved in decisions affecting work detail <ul style="list-style-type: none"> • Communicate in a positive and respectful manner with customers • Demonstrate flexibility and cooperative attitude when faced with change • Promote and implement City of West Allis mission statement and core values when performing duties 	D	5
Assist with copywriting, planning and executing events and administrative needs as assigned.	N	2
Manage collateral print budgets and process payment of invoices.	N	3
Meet with internal/external stakeholders to develop vision for projects, designs, or video. Ideate concepts and professionally respond to negative and positive feedback.	W	5
Recommend best formats for delivery of assigned projects (i.e., assist stakeholders in determining what type of deliverable best supports their project goals).	D	5
Create electronic templates and maintain organized digital and print files and assets	W	3
Shoot and edit photos of city and community events and activities. Maintains photo library.	W	2
Oversee and manage inventory of branded organizational collateral (i.e., brochures,	D	2

letterhead, branded envelopes and promotional items, etc)		
Manage and maintain branding and style standards including font, image, content, and logo usage.	D	22
Research and identify outside vendor assistance when needed. Coordinate, manage and monitor those services; verify expenses.	N	2
Generate ideas for, and experiment with, new formats and content types.	N	1
Use images, text, and color to transform statistical data into visual graphics such as charts, graphs, diagrams, and infographics	M	1
Review designs for errors before printing or publishing final work.	D	1
Shoot and edit video, correct and grade color, and export audio and video as needed	N	1
Organize, plan, and prioritize work to meet the demands of the stakeholders.		
Stay up to date on new technology and design concepts.		
Develop and maintain collaborative relationships with internal and external stakeholders.		
In conjunction with other Communications Department staff and customers, develop and execute project plans for successful roll out and messaging of marketing campaigns.		
Perform additional duties as assigned and works extended hour, including weekends and evenings, as needed to support the Communications Department's programs and services.		

SECTION 3

TOOLS AND TECHNOLOGY

Identify any software, technology, equipment or machinery utilized on a regular basis in order to perform the functions of the job:

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Lightroom, etc), , Microsoft Office Suite, HTE, Microsoft Publisher, Work Order Systems, , Payment and Processing Systems, Mac and/or PC Operating Systems, , Smartphones, Digital/Still/Video Cameras, Web Content Management Systems, Video Editing Software, Basic HTML, copy machines, postage machine/Fiery, binding equipment, booklet maker, hydraulic cutter, laminator

Knowledge of UX/UI, digital advertising, or social media design principles a plus. Experience with animation or motion design a plus.

SECTION 4

JUDGMENTS / DECISION-MAKING

Identify at least five of the most typical judgments/decisions that you make in performing your job as well as the solutions to these problems. Please also describe the resource, input or guidance others provide in arriving at your decision and who reviews, if anyone.

Typical Problems/Challenges	Possible Solution(s) to Problem/Challenge	Resources Available and/or Used	Job Title of Who Reviews
Design Concepts/Execution	Create quality and professional publications for print, video and web	Shutterstock Graphics; Adobe Suite	Communications Director/ Staff/External Organizations
Building Collaborative Relationships - The ability to notice, interpret, and anticipate others' concerns and feelings; develop, maintain, and strengthen partnerships with others who can provide information, assistance, and support.	Varies		
Redesign and update print and digital documents to make them current and professional and ensure conformance to brand standards	Fresh, improved up-to-date concepts. Ability to suggest suitable platform for delivery.	Staff feedback.	Department requested
Project management; workflow management	Plan ahead for upcoming projects and prioritize accordingly	Work Order Systems	Communications Director, Department requested
Cost effective production	Cost effective designs and use of materials and resources	Internal software and materials; third-party vendors	
Branded material inventory	Monitor and replenish stock of branded City materials including paper goods, promotional items, and trade show materials	Departmental requests	Department requested/Purchasing Dept.

SECTION 5

WORKING RELATIONSHIPS / INTERACTIONS / CONTACTS

Please identify your typical work relationships with other persons inside or outside of your own organization.

Title of Individuals With Whom You Typically Interact	Describe the Interaction	Why Was It Necessary?
Communications Director	New ideas, work concepts, suggestions	Create professional and effective deliverables

Communications Specialist	Project management/execution; communication strategies; copywriting to support design	Create professional and effective deliverables
Administrative Office	City newsletter, promotional materials	Create professional and effective deliverables
All Department Heads	Discuss and approves designs for requested projects	Create professional and effective deliverables
All Department Managers	Discuss and approves designs for requested projects	Create professional and effective deliverables
All Staff Support	Discuss and approves designs for requested projects	Create professional and effective deliverables
Alderspersons	Printing requests, business cards, event flyers, service directories, items as needed	Promote the City
Partner Organizations: WAWM Chamber, Downtown BID, WACIF, School District, etc.	Develop graphic materials as needed. Assist with poster/flyer distribution to support events	Promote events or organizational goals
Vendors	Sourcing and comparing quotes on large projects; researching prices, features, benefits of needed products and providing recommendations	Special promotional items; large print projects

SECTION 6

SUPERVISION / MANAGEMENT

Please indicate the type of responsibility you have as it pertains to leading others.

	Area of Action / Responsibility	Yes	No	Provides Input
Screen / Interview Applicants			X	
Hire / Promote Employees			X	
Provide Written/Verbal Warnings			X	
Suspend Employees			X	
Terminate Employees			X	
Prepare Work Schedules For Others			X	

Project Management	X	
Provide Work Direction For Others		X
Evaluate Performance Of Others		X
Counsel Employees		X
Train Employees (As Part Of The Normal Duties Of The Job)	X	
Approve Overtime		X
Approve Time Off Request For Others		X
Develop / Implement Policies		X
Do you <u>directly</u> supervise any employees? <i>If yes, please list the number of FTEs and job titles of those employees below:</i>		X
Job Title	# of FTEs	

SECTION 7

WORK ENVIRONMENT / PHYSICAL REQUIREMENTS

Please indicate the amount of time typically spent in the following categories.

Physical Requirements	[Place an "X" in the appropriate cells]			
	N/A	Rarely	Occasionally	Frequently
Carrying/Lifting 10 - 40 Pounds			X	
Carrying/Lifting > 40 Pounds			X	
Sitting				X
Standing / Walking / Climbing			X	
Squatting/Crouching/Kneeling/Bending			X	
Pushing / Pulling / Reaching Above Shoulder		X		
Work Environment	N/A	Rarely	Occasionally	Frequently

Indoor/Office Work Environment					X
Noise >85dB (e.g. mower, heavy traffic, milling machine, etc.)					X
Extreme Hot/Cold Temperatures (>90 degrees / <40 degrees)			X		
Outdoor Weather Conditions			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			

SECTION 8

ADDITIONAL EMPLOYEE COMMENTS

Please identify any other information that would help someone else understand your job more clearly:

Working knowledge of the principles of artistic and graphic design and illustration and the ability to design, layout and prepare finished artwork to develop a visual product for multiple platforms - web, social media, video, electronic, print, etc. Establish and maintain effective working relationships with staff. Ability to adapt quickly to changing situations and provide needed materials in a timely manner. Manage multiple projects at one time, effective use of time and resource utilization. Time management, organizational and decision making skills. Work with staff with differing viewpoints in a team based and collaborative work environment. The graphic designer acts as a positive role model, promoting effective team working and respect, demonstrating continuous improvement, innovation and excellence. Ability to accept and provide constructive criticism and resolve conflicts in order to meet the needs of managers, clients, and/or peers. Ability to be accessible by phone and/or to report to the worksite outside of regular office hours, including but not limited to, nights, weekends, holidays, etc. Work is normally reviewed upon completion and for overall results. Ability to interpret abstract ideas in pictorial, graphic, and related illustrative forms. Writing and proofreading skills. Knowledge of the principles of print design typeface, color, layout, and production techniques. Demonstrates understanding of various communication methods and the use of graphic design to develop an effective message. Creative problem solving. Ability to work independently or as part of a larger team. Excellent written, graphic design, verbal and interpersonal skills with sharp attention to detail and organizational skills. Ability to distill, manage and coordinate input from multiple sources while working in a fast paced deadline driven environment. Assumes a dynamic role with team, helping to troubleshoot issues, software problems, and provide design guidance

TO BE COMPLETED BY THE EMPLOYEE'S SUPERVISOR

SECTION 9

SUPERVISOR INFORMATION

Supervisor Name	Jonathan Matte	Supervisor Title	Director of Communications
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SECTION 10

EDUCATION REQUIRED FOR HIRE

Level of Education (Select one with an "X")	Field(s) of Study
Less than High School Education	n/a
High School Education (or Equivalent)	
One Year Certificate (or Equivalent)	
Associate's Degree (or Equivalent)	
X Bachelor's Degree	Graphic Design, Fine Arts, Marketing, or a related field
Master's Degree	
Professional Degree (Law, Medicine, etc.)	
PhD w/ Dissertation	
Other:	

Provide Any Additional Information Regarding the Required Education (e.g. preferred vs. required, specific coursework, etc.):

SECTION 11

TOTAL EXPERIENCE REQUIRED UPON HIRE

[Place an "X" in the appropriate cells]

No Experience	< 2 yr.	2 to 3 yrs.	4 to 5 yrs.	6 to 7 yrs.	8 to 9 yrs.	10 to 11 yrs.	≥ 12 yrs.
		X					

Describe Specific Experience Required for Hiring (e.g. 5 total years of customer service experience 2 of which were in a supervisory capacity):

Three years of recent work experience as a Graphic Designer preferably in a corporate or agency setting

SECTION 12			
CERTIFICATION / LICENSURE / TRAINING TO PERFORM JOB			
List Required Certification/Licensure/Training	How Attained/Provided	Required Upon Hire?	May Obtain After Hire?
Adobe Certification	Online Training & Exams/Provided	No	Yes
Certificate in Multimedia, Graphic Design or Marketing Communications a plus	Online Training and/or Classroom	No	Yes
Membership in professional associations that specialize in graphic design, such as AIGA and the Graphic Artists Guild.	Online Membership Portal	No	Yes
Describe any current practices as it relates to licensure or certification (e.g. extra pay for certification, employer payment for obtaining or renewing, etc.):			
Extra pay for certification, employer payment for obtaining or renewing			

SECTION 13	
SUPERVISOR'S COMMENTS / CORRECTIONS / ADDITIONS	
In lieu of altering an employee's JDQ, please provide any corrections, clarifications, or additional information in the space provided below.	
JDQ Section	Comment / Clarification / Addition
8	
8	
8	
2	
8	
2	
2	
2	
2	
8	
8	

TO BE COMPLETED BY ADMINISTRATIVE DESIGNEE

SECTION 14		SUPERVISOR INFORMATION
Administrative Designee Name	Administrative Designee Title	

SECTION 15	
ADMINISTRATIVE COMMENTS / CORRECTIONS / ADDITIONS	
In lieu of altering an employee's JDQ, please provide any corrections, clarifications, or additional information in the space provided below.	
JDQ Section	Comment / Clarification / Addition